



LIFE

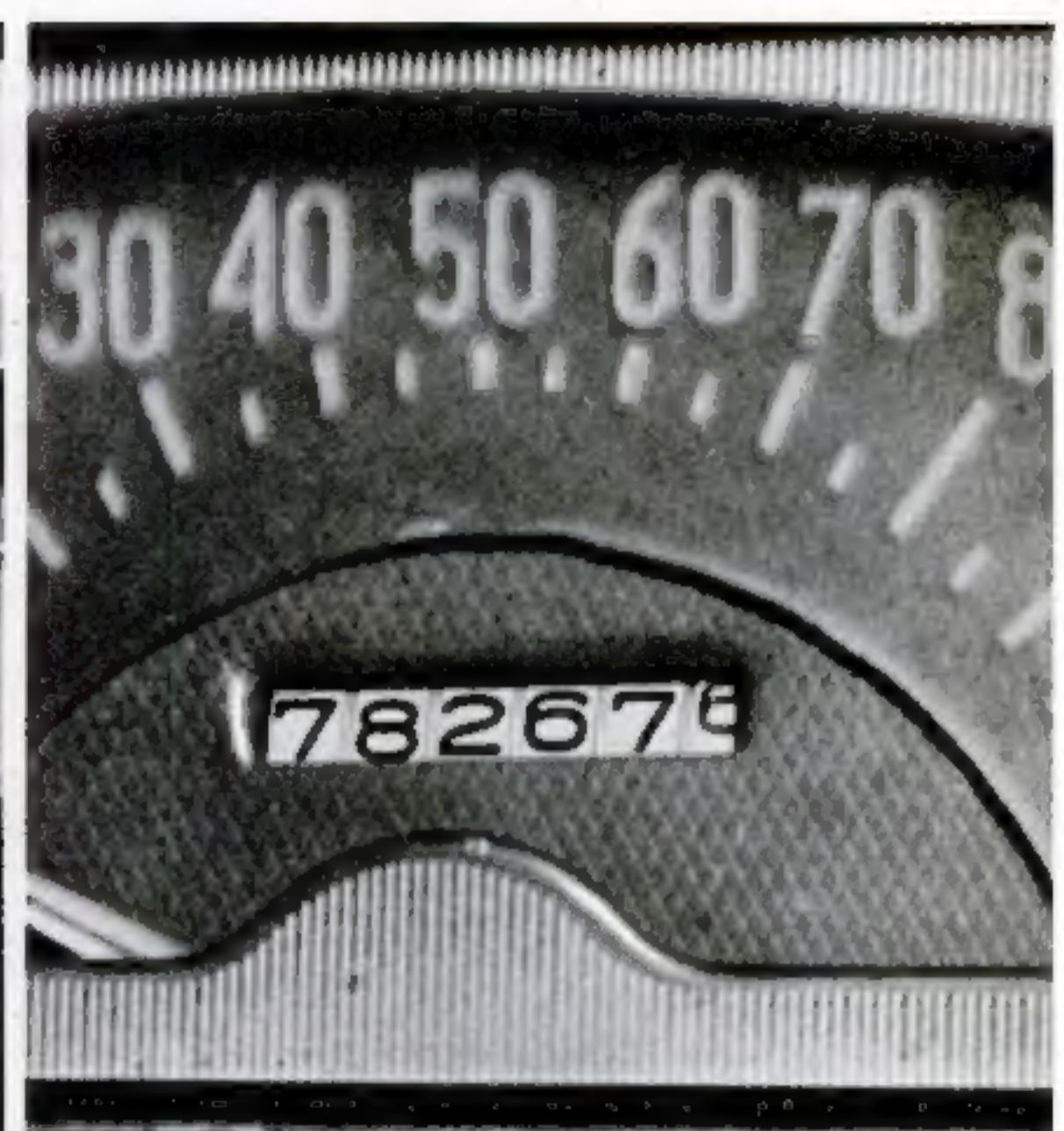
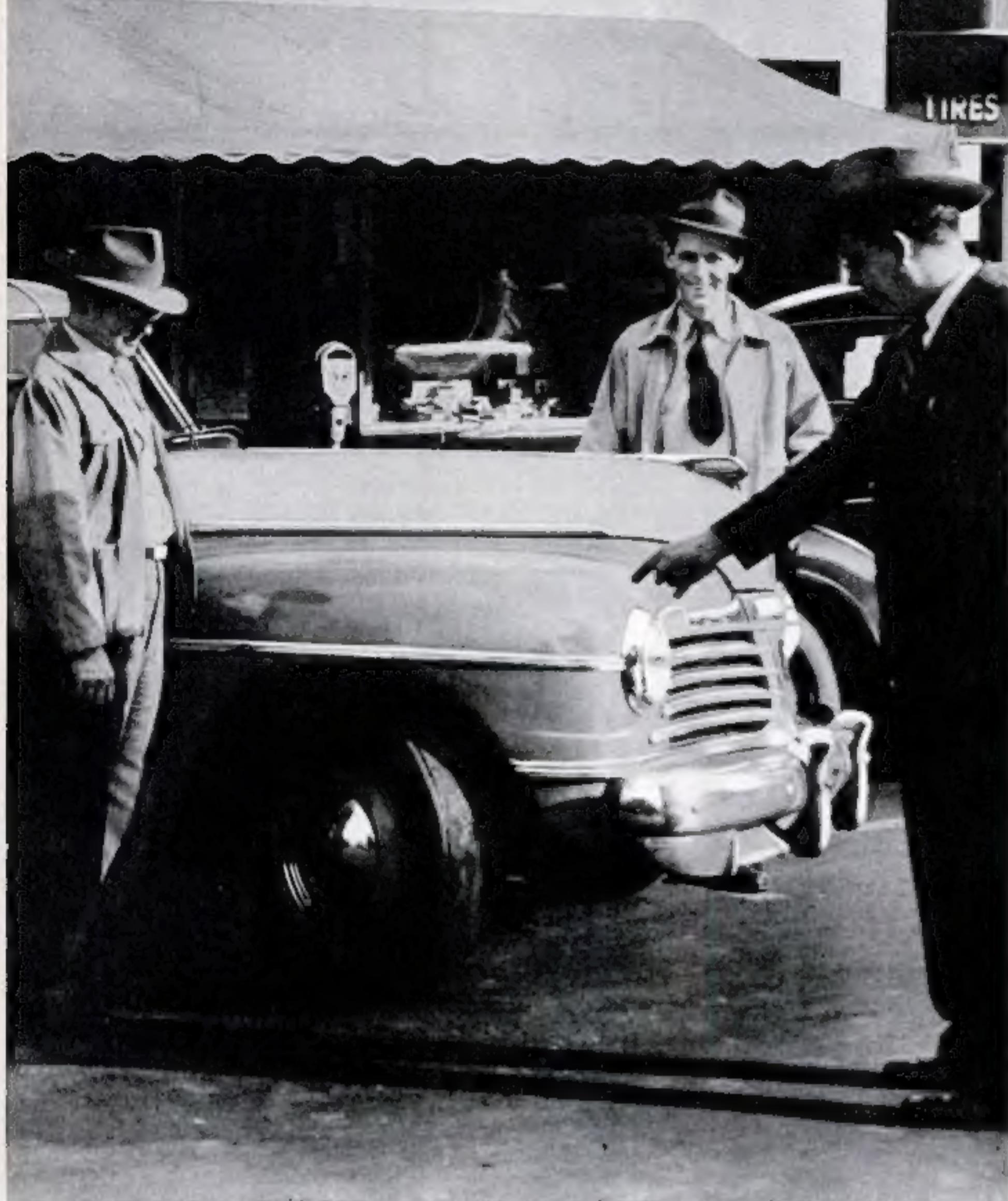
BATH FOR DAD'S DAY

MARCH 10, 1947 **15** CENTS
YEARLY SUBSCRIPTION \$5.50



FORSTMANN WOOLEN COMPANY
PASSAIC, N.J.

More miles with
B.F. Goodrich
FIRST IN RUBBER



TYPICAL EXAMPLE: THE B. F. GOODRICH TIRE THAT OUTWEARS PREWAR TIRES

THE B. F. GOODRICH tires on the cab shown above had already gone over forty thousand miles when these pictures were taken and were still in good shape to be recapped.

Reporting on these tires, L. R. Lane, Jr., of the Yellow Cab Company, Marion, Ohio, says:

"As you know, in taxi service, it is necessary to operate our cars on all types of streets and roads in all kinds of weather. In addition, we believe the tire has been subjected to an abnormal number of starts and stops.

"Based on our experience with the new B. F. Goodrich passenger car tire, we believe that it

will outwear prewar tires even in adverse conditions.

"Speedometer reading at time tires were put on was 35,062. Photos were taken at 78,267. Mileage on tires is now 43,205, and as you see, they are about ready for recapping."

One reason you get more mileage out of a B. F. Goodrich tire is that it carries a broader, flatter tread—puts more rubber on the road, spreads wear over a greater area. Because B. F. Goodrich engineers found that this wider, longer-lasting tread requires extra strength in the sidewalls, B. F. Goodrich tires today are being made with a new, stronger body. It is this body-tread combination

which makes possible a tire that *outwears prewar tires*.

Most people who need tires can now get the new B. F. Goodrich Silvertowns! Some sizes are still scarce, of course, but some dealers have a fair assortment right in stock. Talk to your B. F. Goodrich dealer. You may not have to wait at all. If you do, the chances are he'll find some way to keep you rolling until the new tires come in. *The B. F. Goodrich Company, Akron, Ohio.*

B.F. Goodrich
FIRST IN RUBBER

This One



Copyrighted material

"We're doing a heap of recording for Columbia!" cries Woody Herman

"Just look at these hot albums!" says Dorothy Shay, "then make for your nearest Columbia dealer and buy a couple yards of top 'pop' tunes!"

Today's Top Albums!

Friends, we've got a treat for you . . .
Records good enough to eat . . .
5 new albums, jammed full of Columbia hits
you'll love, but love!
Start reading . . . start buyin'

"Woody Herman and his Woodchoppers"
(Some Day, Sweetheart; I Surrender, Dear;
Four Men On A Horse; Last Week-End; Nero's
Conception; Igor; Steps; Pam)
Woody Herman and his Woodchoppers
Col. Set C-121 \$3.00*

"The Voice of Frank Sinatra"
(You Go To My Head; I Don't Know Why; These
Foolish Things; A Ghost Of A Chance; Why
Shouldn't I; Try A Little Tenderness; Someone
To Watch Over Me; Paradise)
Frank Sinatra with Orchestra under
the direction of Axel Stordahl
Col. Set C-112 \$3.00*

"All-time Favorites by Harry James"
(Cribribin; Sleepy Lagoon; One O'Clock Jump;
Two O'Clock Jump; You Made Me Love You;
Music Makers; The Flight Of The Bumble Bee;
Concerto for Trumpet)
Harry James and his Orchestra
Col. Set C-117 \$3.00*

"A Victor Borge Program"
(Phonetic Punctuation (2 sides); A Lesson In
Composition; The Blue Serenade; Grieg Rhapsody;
Brahms Lullaby; A Mozart Opera by
Victor Borge (piano). Orchestra under the
direction of Paul Baran Col. Set C-111 \$3.00*

"Dorothy Shay (The Park Avenue Hillbillies) Sings"
(Feudin' And Fightin'; Say That We're Sweet-
hearts Again; Mountain Gal; Efficiency; Flat
River, Missouri; I've Been To Hollywood; Uncle
Fud; I'm In Love With A Married Man)
Dorothy Shay with Orchestra under
the direction of Mischa Russell
Col. Set C-119 \$3.00*

*Prices shown are exclusive of taxes

NEAR THE GREAT ARTISTS AT THEIR BEST

Columbia Records 

Trade-marks "Columbia" and  Reg. U. S. Pat. Off.

TUNE IN to the Columbia Record Stars on the "Columbia Record Shop" Radio Program with Fred Robbins. See your local paper for time and station.

... And we've got heaps more!" says Frank Sinatra, "but they'd fill the page, and there wouldn't be room for nice words like COLUMBIA, COLUMBIA, COLUMBIA!"

"Too bad," says Harry James, "they don't make magazines big as billboards . . . to include all our top Columbia Records and Albums!"



"They ought to wire these pages for sound, too," says Victor Borge, "so you could hear Dinah Shore, Frankie Carle, Xavier Cugat, Kay Kyser, Les Brown, Gene Krupa, Claude Thornhill, Tommy Tucker, Dick Jurgens, Elliot Lawrence and the many other top Columbia Records stars!"



GOWN BY JAY THORPE

The minute you've lived for . . . when the right man
slips the right ring on your finger.

And it is the right ring when it wears the name "Art-Carved."

Wood's own experts abroad selected, cut and polished its fine diamond.

Wood's own goldsmiths created its original setting

in the fine tradition of the oldest and largest maker of rings.

At fine jewelers, ask to see a ring marked *Art-carved*®

Diamond rings \$75 to \$5,000. Wedding rings from \$9.

Art-carved rings by Wood

NEW YORK LONDON AMSTERDAM ANTHEKE

BELOVED BY BRIDES FOR ALMOST A CENTURY (1850-1947)



CARAT WEIGHT alone does not determine the value of a diamond, for the beauty and worth of an expertly cut diamond of good color and clarity may far exceed that of a larger, imperfect stone. Write for the fascinating free booklet, "Choosing Your Diamond Ring," before you "go looking" for your engagement ring. J. R. Wood and Sons, Inc., Dept. L-2, 216 East 45 Street, New York City 17, N. Y.

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Featuring the famous, patented
Ronson safety-action...

PRESS... IT'S LIT! RELEASE... IT'S OUT!

Other appealing Ronson lighters for pocket and handbag, from \$5.50 to \$200. Exquisite table models for every room in your home. See them at your favorite dealer. No individual orders can be filled direct.

ON THE AIR. Tune in on RONSON'S "20 Questions", Saturday nights (Sunday nights, Pacific Coast) Mutual Network. For time and station, see your local paper.

RONSON

World's Greatest Lighter

NEWARK, N. J., TORONTO, ONT., LONDON, ENG.



PROBLEM:

Find the Farmer's Daughter

There's no sure way of telling Laurel Ann from her city cousin.

Nowadays country girls and city girls look alike, dress alike and think alike — and the movies and the radio aren't the only reasons.

This was not true years ago, when cars were rarities, roads were bad and the farm was hours away from town.

But even then companies like General Motors were seeking ways to find new customers. The surest way seemed to be to make their product better — more useful to more people.

So, year by year, they plowed back sizable portions of their earnings into improved designs, steady research, more efficient factories — all the things that make progress.

Year by year cars got better. Roads kept step. Buses and trucks

came. And the United States became really united in its ways of living and learning and doing business.

Now Laurel Ann rides to the same stores, the same movies, the same kind of schools as her friends in town. But that isn't all that has happened.

Suburbs have spread. Great industries have grown. Jobs have multiplied.

At General Motors alone the total annual pay roll has been increased more than sixteen-fold in the last 29 years. During the same time the people who own GM, the stockholders — today numbering more than 425,000 — have received only about 7½¢ out of each dollar of sales.

Only because General Motors and companies like it have prospered — and thus been able to improve their products — have so many people benefited in so many places.

So it seems clear that *all the people profit when a business prospers.*



"MORE AND BETTER THINGS FOR MORE PEOPLE"
GENERAL MOTORS

THE PEOPLE PROFIT
WHEN A BUSINESS PROSPERS

On the Air: HENRY J. TAYLOR, Monday and Friday evenings, over more than 300 Mutual stations coast to coast. Hear him!

Lucky the Girl whose Easter Gift is
Jewelite by PRO-PHY-LAC-TIC



**BRUSHES, COMBS, AND COMPLETE DRESSER SETS
STYLED IN THE LOVELIEST OF PLASTICS**



Better drop a hint today that you'll want Jewelite this Easter. Its sparkling crystal and joyous colors are a shining promise of lovelier, healthier hair for you. Jewelite Brushes, made by the makers of the famous Pro-phy-lac-tic Tooth Brush, have bristles of long, resilient Prolon that reach right down to your scalp to provide beneficial stimulation, while burnishing each strand of hair to bring out *all* its natural beauty. Jewelite is sold at good brush departments. Be sure it's genuine Jewelite, a product of Pro-phy-lac-tic, America's foremost maker of fine brushes. Look for the name Jewelite on the box.



The new Jewelite "Invigorator" provides extra-wide bristle area (a complete half-circle of bristles) in a brush of unique grace and beauty. And it's easy to clean. Jewelite is available in delicate shades of ruby or sapphire, or in diamond-clear crystal.

Jewelite Combs and other lovely Pro-phy-lac-tic Plastic Combs are made in a variety of styles for men and women.

J E W E L I T E B Y P R O - P H Y - L A C - T I C

PRO-PHY-LAC-TIC BRUSH COMPANY, Florence, Mass.

LETTERS TO THE EDITORS

TEXAS CHEATING

SIRS:

REFERENCE IS MADE TO YOUR RE-PRINTED STORY IN THE FEB. 17 ISSUE OF LIFE CONCERNING THE PREVALENCE OF CHEATING ON THE UNIVERSITY OF TEXAS CAMPUS. THIS STORY WAS WRITTEN BY A STUDENT FOR PUBLICATION IN OUR CAMPUS RUMOR MAGAZINE. IT WAS BASED ON A RANDOM SAMPLE OF 175 STUDENTS OUT OF A TOTAL STUDENT BODY OF 17,300. THE STUDENTS INTERVIEWED WERE ASKED: 1. WHETHER OR NOT THEY HAD EVER CHEATED ON AN EXAMINATION; 2. WHETHER THEY CHEATED REGULARLY; 3. WHAT MODE OF CHEATING THEY PREFERRED.

THE STORY WAS ILLUSTRATED BY POSED PICTURES OF POSSIBLE CHEATING TECHNIQUES.

VALID CONCLUSIONS CANNOT POSSIBLY BE DRAWN FROM AN AMATEUR SURVEY SUCH AS THIS. IT IS REGRETTED THAT LIFE BELIEVES IT PROPER TO REPRINT THIS IRRESPONSIBLE STORY WITHOUT MAKING ANY EFFORT TO CONTACT UNIVERSITY OFFICIALS AS TO THE CREDIBILITY OF THE STATEMENTS THEREIN CONTAINED. WE DO NOT CLAIM TO BE LILY WHITE IN THE MATTER OF CHEATING BUT NEITHER DO WE HAVE ANY REASON TO BELIEVE THAT WE ARE ANY WORSE IN THIS REGARD THAN OTHER INSTITUTIONS OF COMPARABLE SIZE.

WE BELIEVE YOUR REPRINT OF THIS STORY HAS DONE GRAVE INJURY TO THE UNIVERSITY OF TEXAS, ITS FACULTY, STUDENTS AND ALUMNI. WE ASK THAT IN YOUR NEXT ISSUE YOU PRINT THIS TELEGRAM WHICH WILL SERVE TO PLACE THIS STORY IN ITS PROPER SETTING AND THUS MAKE SOME AMENDS FOR THE GRATUITOUS INJURY ALREADY DONE.

JAMES C. DOLLEY
VICE PRESIDENT

UNIVERSITY OF TEXAS
AUSTIN, TEXAS

SIRS:

AVC POLL UPHELD US, SHOWED 53% CHEATED LAST SEMESTER. FEBRUARY ISSUE OF THE "RANGER" ALMOST COMPLETELY CENSORED.

JOHN BRYSON
EDITOR

"TEXAS RANGER"
AUSTIN, TEXAS

As a result of the uproar caused by LIFE's story, the American Veterans Committee chapter of the University of Texas took a poll of its own. Actual polling procedures, the sample and questions asked were cleared with professors on the university staff who are experts in public polling. Results, although reducing Bryson's figure of 66.8%, still bore out his original contention. The AVC plans to submit its findings along with a letter of recommendation to the University of Texas' student assembly. Meanwhile Dr. Theophilus S. Painter, president of the university, said, "No mature person will condone such flagrant violations of honesty or attempt to mitigate the seriousness of these acts. . . . It is clearly the responsibility of the administration and the faculty to do everything possible to remove from the students the temptation to cheat. But if the students themselves want to reduce this evil they and they alone can do the job. . . . In the meantime I believe that our student body is fairly representative of all American students and that conditions here are no better nor worse than in other schools of the same size." —ED.

Sirs:

... The Law School of the University of Texas prides itself on its honor system, whereby all examinations are unsupervised and students are free to come and go as they please. Violations of the honor system are tried before a student court with appeal to the faculty. The last major infraction of the system occurred more than five years ago. . . .

LOWELL LEROY LASALLE
Austin, Texas

Sirs:

... The students of the University of Virginia consider themselves gentlemen, and no man is a gentleman unless he is honorable. . . .

JOHN HAFER FURR
University of Virginia
Charlottesville, Va.

Sirs:

... Princeton students feel it beneath their dignity as gentlemen to indulge in cheating. We have no comment to make in regard to other colleges. We wish, however, to have it understood that *all* Princeton men are gentlemen.

WARREN H. HELD, JR.
DONALD G. REITER
Princeton University
Princeton, N.J.

Sirs:

Here at Harvard we still look on a university as an educational institution and not a race track where we try to beat the odds. . . .

THE MONTAIGNE SOCIETY
Cambridge, Mass.

Sirs:

We professors are largely responsible for student cheating. We invite it by:

1. Our own stupidity. Any professor who gives the kind of quiz that can be passed by cribbing off the cuff, etc., isn't quite bright.

2. What we expect from the student in an examination. All semester he has been toting thick textbooks in some half-a-dozen subjects. In addition he has class lectures and collateral assignments. No mind, however brilliant, can absorb so much information in so short a time. Yet the student is expected to enter an examination blind, while the professor, who has confined himself to one field, has all along relied on his notes. He would "flunk" without them.

3. The artificiality of the whole examination system. The student is supposed to know the answers to any question, sight unseen, thrown at him. But in life the lawyer may consult his legal tomes, the physician can refer to his medical books. . . .

CHESTER WARREN QUIMBY
Visiting Professor of English Bible
Ohio Wesleyan University
Delaware, Ohio

Sirs:

With tears in my eyes I regretfully announce that your Feb. 17 issue was too late for my exams.

BURTON J. SCHULTZ
Columbia University
New York, N.Y.

ABSTRACT ART

Sirs:

Winthrop Sergeant says (LIFE, Feb. 17) that Stuart Davis is interested in "making his canvases into decorative compositions that might provide a spot of color and intricate geometry

LUSCIOUS LEMON FILLING needs no cooking—saves on sugar!



QUICK! EASY!

LEMON MERINGUE PIE

1 1/2 cups (15-oz. can) Eagle Brand Sweetened Condensed Milk
1/2 cup lemon juice
Grated rind of 1 lemon (or 1/4 teaspoon lemon extract)
2 eggs, separated
2 tablespoons sugar
Baked pie shell (8-inch)

Blend Eagle Brand Sweetened Condensed Milk, lemon juice, grated lemon rind (or lemon extract) and egg yolks. Pour into baked pie shell. Cover with meringue made by beating egg whites until foamy, then adding sugar gradually, beating until stiff. Bake in moderate oven (350 degrees F.) 10 minutes or until brown. Chill.

LOOK! IT'S MAGIC SHORT-CUT COOKERY! IT'S MADE WITH EAGLE BRAND!



Yes, that's the real secret of this marvelous pie filling. It's made with Borden's Eagle Brand, the original Sweetened Condensed Milk.

The best cooks in the country have used it for years for delicious ice cream, desserts, and candies, because Borden's high quality insures perfect results *always*. A big time-saver . . . because it's a ready-to-use blend of creamy whole milk and sugar.

Get the Book of Magic Recipes, FREE. Write to Borden's, 350 Madison Ave., Dept. L-347, New York 17, N.Y.



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DRESS BY WILLIAM BASS

not just nylons...but
Cannon Nylons!

WANT TO BE SURE your nylons steal the show? Then wear Cannon Nylon Stockings! What glamorous, heavenly-sheer beauties they are! Expertly full-fashioned by Cannon Mills, a name that's always been star-high for loveliness. Each superlative pair machine-tested to guard against flaws—then sealed in a protective Cannon Handy Pack. Quantities are still limited, but ask for Cannon Nylons at your favorite store.



Copy. 1947, Cannon Mills, Inc.

CANNON MILLS, INC. • Makers of Cannon Towels, Sheets, Blankets

LETTERS TO THE EDITORS

CONTINUED

when hung on somebody's wall." And, again, his method is likened to that of grandma's making a patchwork quilt. This is precisely what is wrong with abstract painting. The abstract idiom shrinks art to the point where it becomes mere pleasing decoration. There is little of the reflection of life and ideas which are an integral element in the works of the great masters all through painting's glorious history.

The editors who are conducting *LIFE's* educational program on abstract art might learn something from their colleagues in the movie department who in the same issue, writing on the art qualities of *The Yearling*, say it "has caught something which even the highest art can find elusive: a bit of life."

AARON BOHROD
Chicago, Ill.

• One of 28 artists who covered World War II for *LIFE*, Aaron Bohrod should be remembered by *LIFE's* readers for his paintings of Guadalcanal and the Normandy invasion.—ED.

LABORATORY RATS

Sire:

Miss Catherine S. Goodnow in her letter in *LIFE* (Feb. 17) on animal experimentation paints the scientist as a maniacal torturer. . . . Should you, Miss Goodnow, ever suffer from acute appendicitis, please remember as you yield to the anesthesia that somewhere in the misty background of the science that made it possible a laboratory animal was experimented on. Whether you are a lover of mice I do not know, but of one thing I am sure—would you not rather see a mouse killed to serve the cause of medical knowledge than see a child die from want of that knowledge? Think, Miss Goodnow, think! . . .

Boston, Mass. PHILIP BLINDER

Sirs:

Does Catherine Goodnow eat potatoes? If so, I would like to tell you of the unconventional tortures a poor potato goes through before it reaches her lips.

A living potato is jerked violently

CONTINUED ON PAGE 19

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It tastes like heaven



It helps regularity



It's the grandest
prune juice ever



SUNSWEET
PRUNE
JUICE



Prepared and distributed by the
makers of Mott's Fine Fruit Products

Users call it a "fly-anywhere" plane-



Stinson Voyager owner, and family, drop in to visit rancher friend during flying vacation trip.

the proved Stinson Voyager...improved for '47!

YES, the stunning new *21st Anniversary* Stinson Voyager is that kind of plane!

It's an easy-to-fly plane with inherent stability and rugged dependability — a "fly-anywhere" plane which can operate safely even from small fields and pastures.

And, trimmed for straight and level flight, this luxurious new 4-place Voyager literally flies itself! "No hands—no feet" on the controls!

See what you get in the proved Stinson Voyager—improved for '47!

The Stinson Voyager carries useful load of 1006 lbs. Cruises at 125 m.p.h. Maximum speed, 133 m.p.h. Take-off run, only 620 ft. Rate of climb, 650 f.p.m. Service ceiling, 18,000 ft. Stops in 290 ft. after landing.

Flaps for quick take-offs and slow, short landings. Built-in wing slots for safety. Inherently spin-resistant. Oleo spring-draulic landing gear

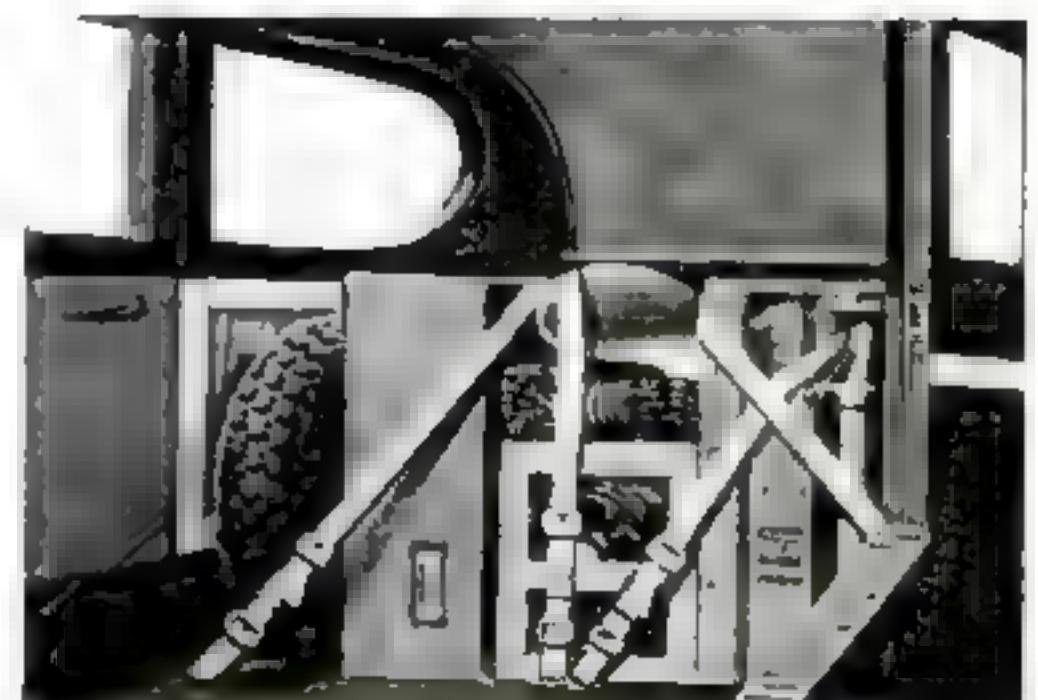
for smooth, cushioned landings.

Two-way radio, with dome loud-speaker . . . sealed-beam landing lights . . . navigation lights . . . engine starter . . . dual engine mufflers . . . hydraulic brakes. Cabin interiors designed by Henry Dreyfuss, soundproofed and air-conditioned for added comfort. Foam rubber seats . . . and many other de luxe features.

See this beautiful new Voyager at your Stinson dealer's. Once you fly it, you'll never be satisfied with anything less! Write for illustrated brochure to Stinson Division, Consolidated Vultee Aircraft Corporation, Dept. B, Wayne, Michigan.

Stinson

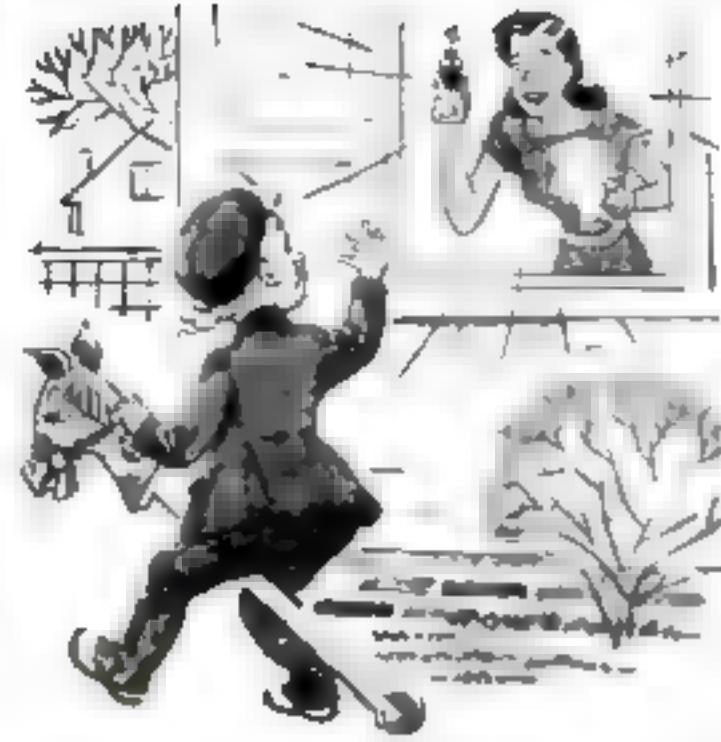
FOR 21 YEARS—AMERICA'S
GREATEST NAME IN PERSONAL PLANES



New! America's first personal "cargo" plane! See the new Stinson Flying Station Wagon. Reinforced 24-cu.-ft. cargo compartment in 2-tone plywood paneling equipped with tie-down straps. A side-loading baggage compartment offers an additional 11 cu. ft. of carrying space. Carries pilot and 600 cargo pounds, or pilot, one passenger, and 500 cargo pounds. Two rear seats can be replaced in 5 minutes' time. Ideal "utility" plane for ranchers, farmers, sportsmen, and flying businessmen.



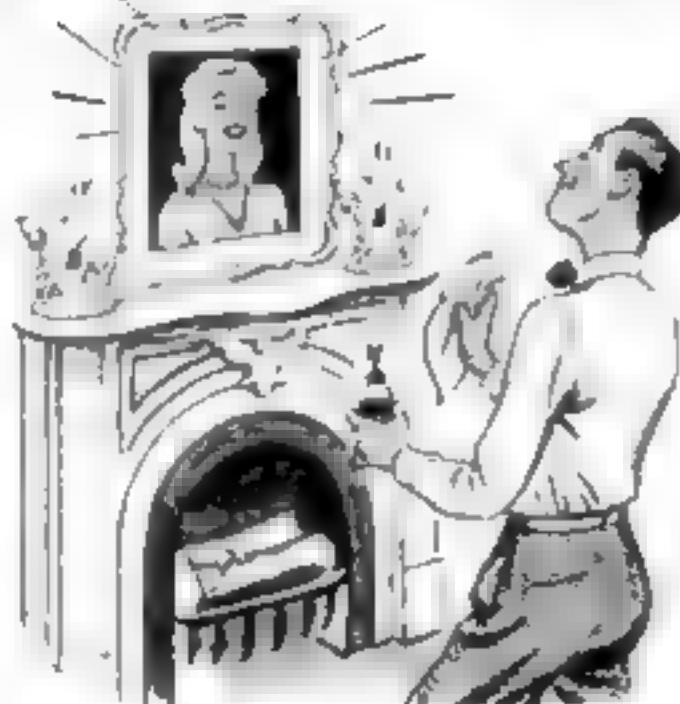
Johnny watched a passing shower,
Nose against the pane.



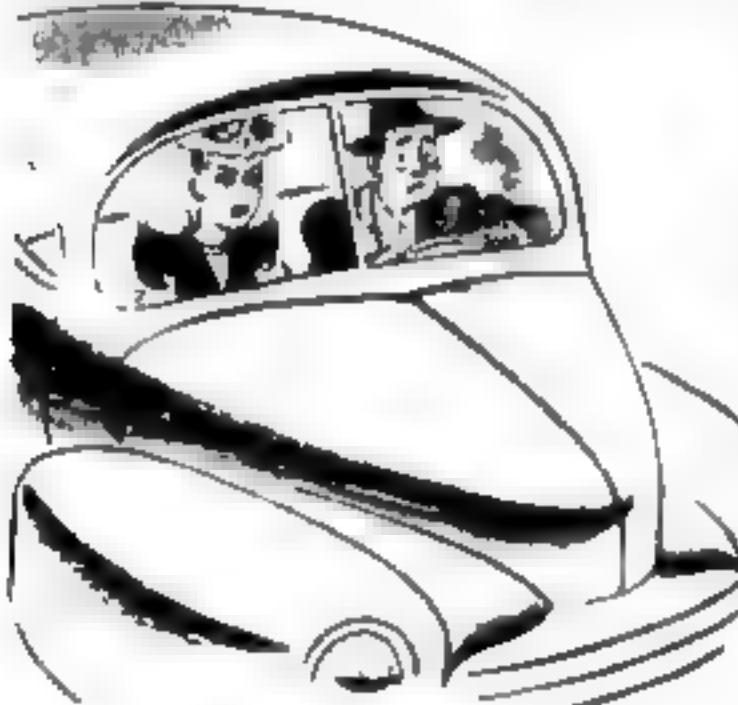
Mother sprayed some WINDEX and
The window's bright again!



Dad was helping Mother, but
His fingers marked the glass.



A dash of WINDEX made it shine—
Dad knew his work would pay!



Driving in the early spring
Kate was bored for hours.



Walter used some WINDEX—
Now she sees the pretty flowers!



Picture glass and window panes
And windshields gleam for you.



Spray some WINDEX, wipe it off—
Your glass shines bright as new!

WINDEX is a must for house cleaning! No streaking, no film, when you insist on this dustless, noninflammable, oil-free cleaner. Don't trust cheap substitutes!

Get Brighter Windows Quicker With—

WINDEX

TRADE-MARK REG. U. S. PAT. OFF. by The Drackett Company

LESS THAN A PENNY PER WINDOW—EVEN LESS IN THE NEW 16-OUNCE SIZE

Copy 1947, by The Drackett Co.

LETTERS TO THE EDITORS

CONTINUED

from its peaceful home in the warm earth. This potato is sold, like a slave, on the open market. It is then taken into a modern torture chamber known to us as the kitchen. There all sort of fiendish, diabolical, inhuman things start happening. Still alive, mind you (for it can be placed in water and roots will grow), the poor potato is skinned alive! Its very skin is painfully ripped and torn from its aching body. Can you imagine a more ignoble fate for a peace-loving, democratic American potato? After this unbearable agony it is thrown in a pan beside a bloody hunk of dead cow and, as a monument to man's skill and culinary ability, the poor innocent, self-respecting, harmless potato is slowly and torturously baked to death. May the Lord have mercy on our souls.

GEORGE WARMACK
Austin, Texas

BUSCH ON NIGHTCLUBS

Sirs:

Give us more Noel Busch! His thesis on nightclubs (Lark, Feb. 17) is delightful.

E. M. FIELDING
Hyattsville, Md.

Sirs:

... LOVE THAT MAN!
JANE RUGLER
Akron, Ohio

Sirs:

... Bravo! Bravo!
P. R. BESSERMAN
New York, N.Y.

Sirs:

... I resent vehemently Mr. Busch's nasty implication that we waitresses are dishonest and oblivious to the finer points of etiquette. It would give me utmost satisfaction to administer personally to him an old effective concoction, namely, a Michael Finn.

PEGGY MASHERER
Washington, D.C.

ABOUT NOEL BUSCH, ESQUIRE—SINCERELY WOULD APPRECIATE KNOWING WHERE HE EATS THAT HE FINDS BUTTER, BUTTER AND ALARM CLOCKS IN HIS SOUP AND WHAT HE WEARS THAT WAITERS CALL HIM "MAC." IF HE CARRIED A PLUMMER IN HIS HAT, HE'D BE A PLUMMER TO ENCOURAGE THIS CAMAR-



BUSCH IN DISGUISE

DEEKE? AT THAT HE MAY BE BETTER PLUMMER THAN WAITER. MY QUESTION: DOES BUSCH KNOW HOW BUSCH CAN BE IMPROVED? MY ANSWER: YES—GET OFF THAT PERCHERON BEFORE YOU FALL; JACKASSES ARE MORE YOUR SIZE.

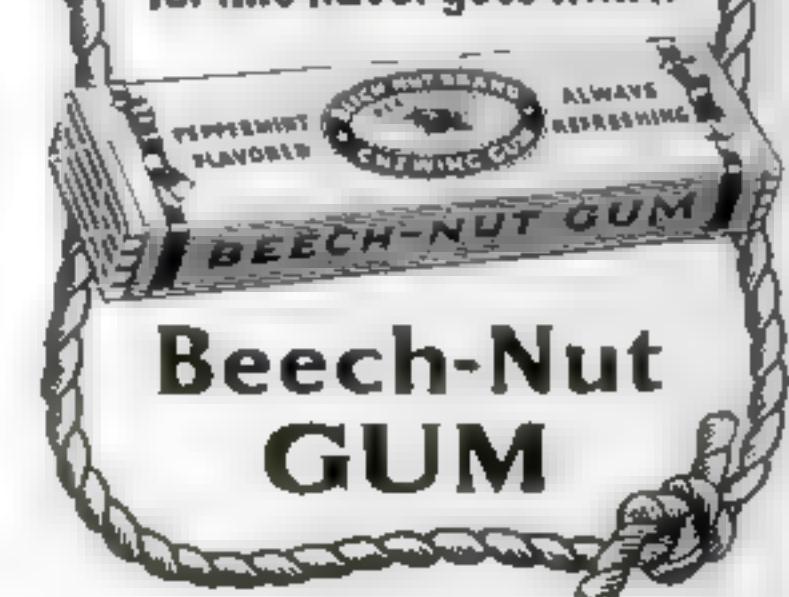
NICKY QUATTROCIOCCHI

EL BORRACHO
NEW YORK, N.Y.

SERVICE MEN AND THE
AIRCRAFT OVER
THE WORLD ARE
ALWAYS IN DEMAND



Everywhere it goes—the
reputation of Beech-Nut
for fine flavor goes with it



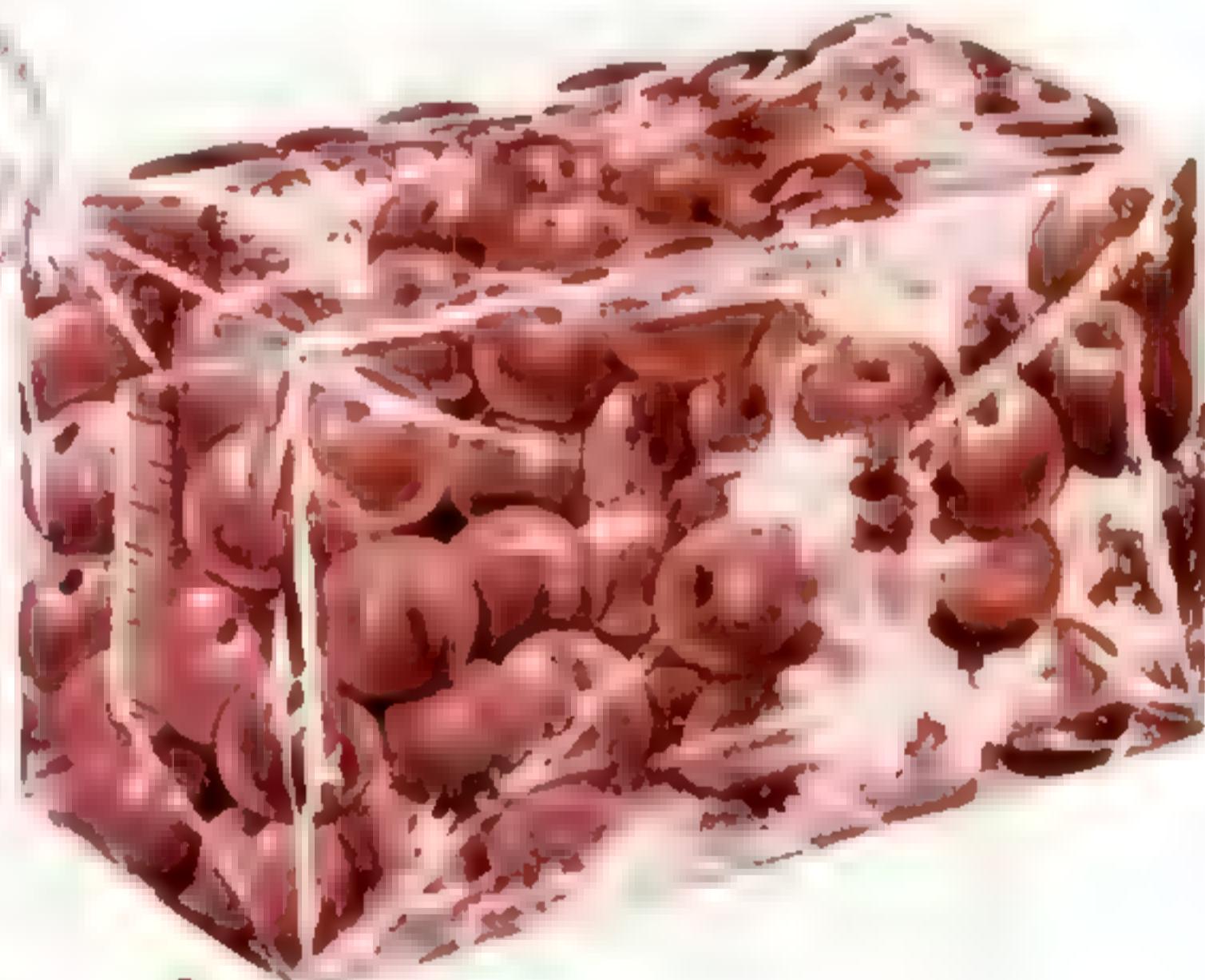
PEPPERMINT FLAVORED
ALWAYS REFRESHING
BEECH-NUT GUM

Beech-Nut
GUM



and for Cherries

A TIP FOR HOUSEWIVES—juicy fruits like cherries taste so much better when deep-frozen in their own rich syrup—and it's no trick at all in PLIOFILM freezer bags. You see, PLIOFILM bags are liquid-tight and you can heat-seal them leakproof with a flatiron. However there's no loss of juice, flavor, color—cherries keep juicy-red and summer-sweet till used. Ask for PLIOFILM freezer kits at lockers or variety stores. Look for foods frozen in PLIOFILM at markets.



Y is for Candy



GOOD NEWS FOR SWEETS LOVERS—you'll find many bar and box candies more toothsome, more delicious today because they're now being flavor-sealed in PLIOFILM—the only transparent wrapping that provides *three-way* protection against air, moisture, liquids. PLIOFILM locks in succulent moisture, seals out staling air. That's why it's the perfect protection for candies, cheese, cigars, and everything choice. For peak enjoyment, pick the brand in PLIOFILM.

Everything is better in **Plifilm**

3-way protection
against air, moisture, liquids

GOOD  **YEAR**
THE GREATEST NAME IN RUBBER

MEMO TO PACKAGERS AND SHIPPERS: Identifying your product as being sealed in PLIOFILM is a guarantee of superior quality every shopper recognizes. For information, write, Goodyear, Chemical Products Division, Plifilm Dept., Akron 16, Ohio.

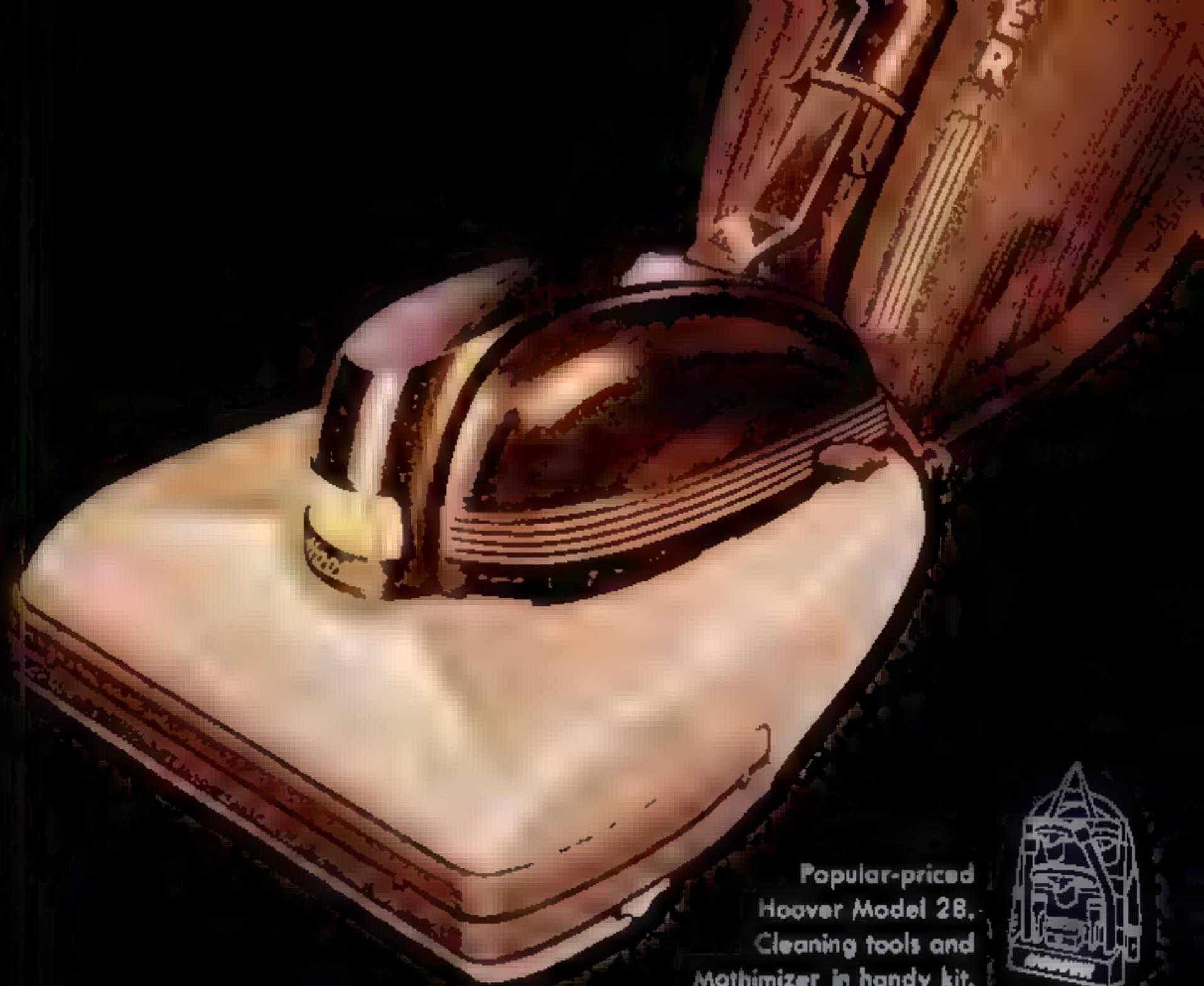
Plifilm—T.M. The Goodyear Tire & Rubber Company

J

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LIFE'S REPORTS

WHO IS BRUNO TRAVEN?

Noted novelist plays hide-and-seek with his public

by WILLIAM W. JOHNSON

Several years ago a beautiful young Mexican movie actress named Lupita Tovar carried on a strange correspondence with one of her fans. Although well accustomed to fan mail, these letters intrigued her. They were from B. Traven, a mysterious novelist who shuns publicity as avidly as most novelists seek it. As the correspondence went on, Lupita became more and more curious and at last she wrote him a note through his agent. She was going to Acapulco, the tropical Mexican seaside resort, for a holiday. Wouldn't he meet her there?

In Acapulco, Lupita received a note from Traven asking her to meet him at Caleta Beach the following afternoon, specifying that she must come alone. She kept the tryst but went accompanied by a carload of friends. The friends sat in the car and watched and waited while Lupita, her white beach robe flying, paced up and down under the palms. After a time she became impatient and left.

The next day she returned to the beach at the same time, but still no Traven. Traven, it was later discovered, had kept the appointment on the first day but had spent his time swimming in the surf, admiring her from afar. The friends, or so he said later, had frightened him away, and he had returned to the remote fishing village where he was living at the time.

This is about as close as anyone knowingly has come to Traven. People are always just missing him or deciding afterward that they have seen him.

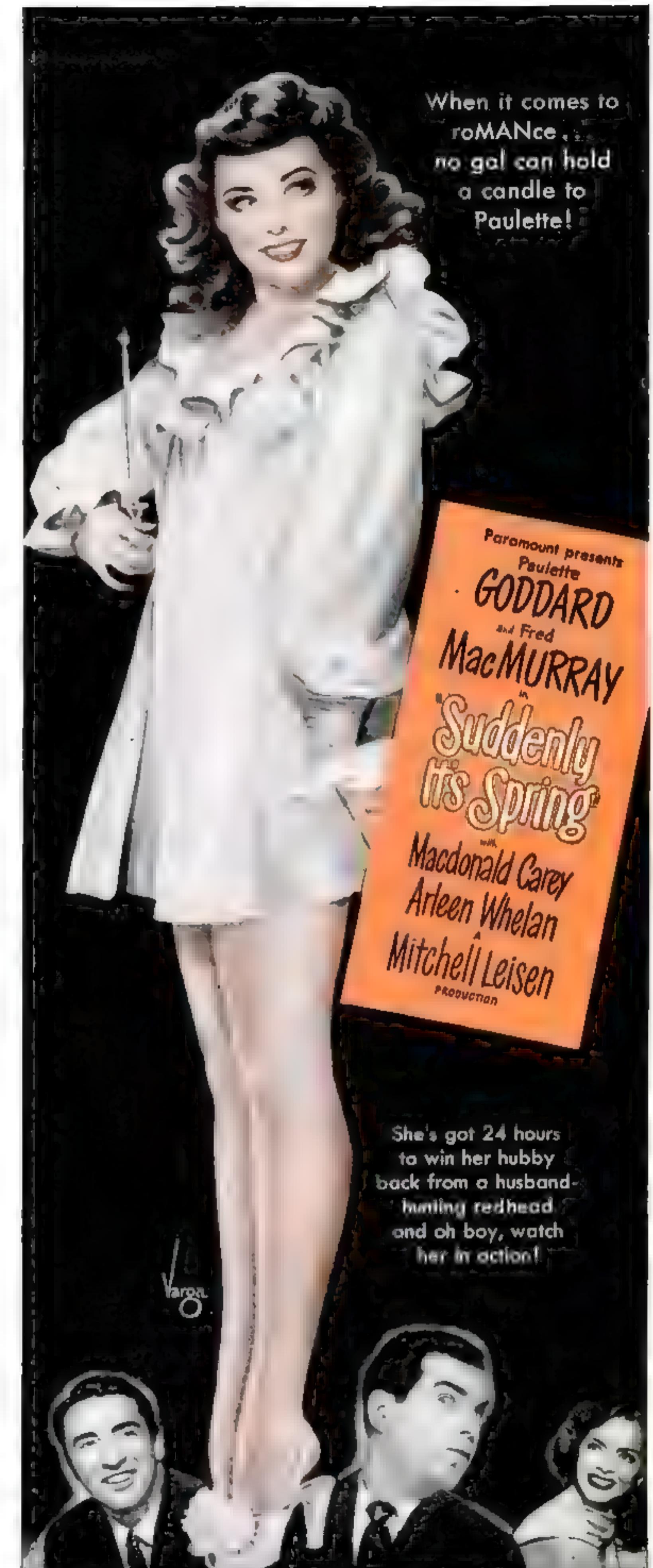
Traven's best-known books are *The Death Ship*, *The Treasure of the Sierra Madre* and *The Bridge in the Jungle*. Together they have sold millions of copies in a dozen languages; nevertheless Traven is a poor man. During the war he received almost nothing from Europe and his last royalty check from the U.S., where his books have never had nearly the acclaim they have had elsewhere, was for exactly \$28. Because of his seclusion he has been a natural victim of literary piracy, particularly in Mexico and Argentina.

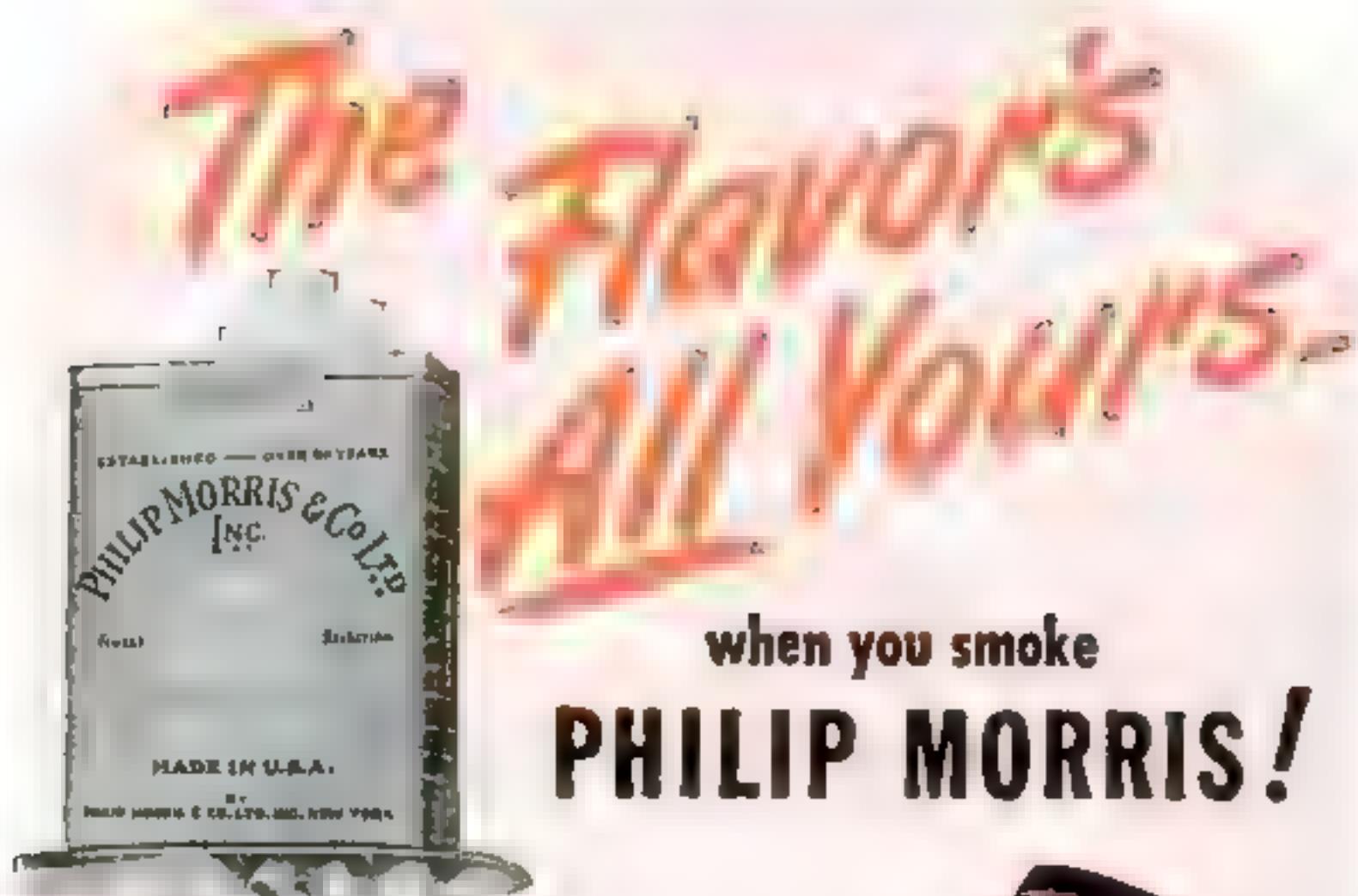
A Mexico City editor who was partially responsible for one of the many pirated editions of Traven's books was one day confronted in his office by a tall stranger in a raincoat and slouch hat. The stranger stared at him for a moment, then turned and left without saying a word. The editor, perhaps prompted by a guilty conscience, decided later that it must have been Traven.

Two men from Hollywood, commissioned by a movie company to negotiate for Traven's services as a writer, spent weeks in Mexico City looking for him. After they had given up and returned to Hollywood, the movie company received a letter from Traven. It said, in effect, "If you wish to do business with me, do me the courtesy of sending intelligent representatives. I was with your men on three different occasions and they never suspected it."

The paradox of a writer who refuses, through his dislike of publicity, to take advantage of his fame has puzzled writers the world over, most of whom have no hesitancy in telling the world. The literary world has created a vast body of legend to explain the peculiarities of B. Traven.

It has been suggested that he is a leper and must avoid society; that he is a criminal fleeing from justice; that he is a Stalinist spy, an anarchist, a Trotskyite plotter; that he is not one writer but several masquerading under one pseudonym; that he is a woman; that he is an American Negro embittered by persecution; that he is a German, an Austrian, a Dutchman, a Scandinavian, a Mexican; that he is one of a number of missing persons, ranging from Ambrose Bierce to Judge Crater. Dr. Alfonso Dampf, a scientist and explorer, thinks that he is a man called Traven Torsvan, who ac-





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TRAIVEN'S AGENT is Esperanza Mateos, only person who knows him.

LIFE'S REPORTS CONTINUED

accompanied one of Dampf's expeditions into the Mexican jungle as a photographer in 1926. At any rate Traven wrote a book about the territory covered by the expedition.

Traven has put a few facts concerning himself on the record. One of these is that he was born in the U.S. Middle West. In 1941 he said that his age was 40, which would make him 45 or 46 at present. He has also said that in his lifetime he has had exactly 26 days of schooling, that he was on his own from the time he was 7, that at the age of 12 he deserted a Dutch ship on which he had worked as a cabin boy, went "on the beach" in Mexico, where he became an electrician's helper and where he spent most of the remainder of his life, interrupted only by occasional voyages as a merchant seaman. All of his friends, he says, are Mexican, and none of them suspects that he is a writer.

Periodically Mexican newspapers and magazines stage a Traven hunt. It is one of the journalistic profession's best rainy-day subjects. To date all these efforts have failed.

Last July *Esto*, a Mexico City magazine, printed a picture of Chano Urueta, a movie director whom it identified as Traven. Some time later *Tiempo*, a Mexican news magazine, published the picture of another "Traven" — a pipe-smoking character with glasses and a long forelock. Dozens of friends immediately identified it as Frank Tannenbaum, professor of Latin-American history at Columbia University, who has spent much time in Mexico.

Wherever Traven is, these efforts must afford him amusement and, to a certain extent, puzzlement as well. "Of an artist or writer," he once



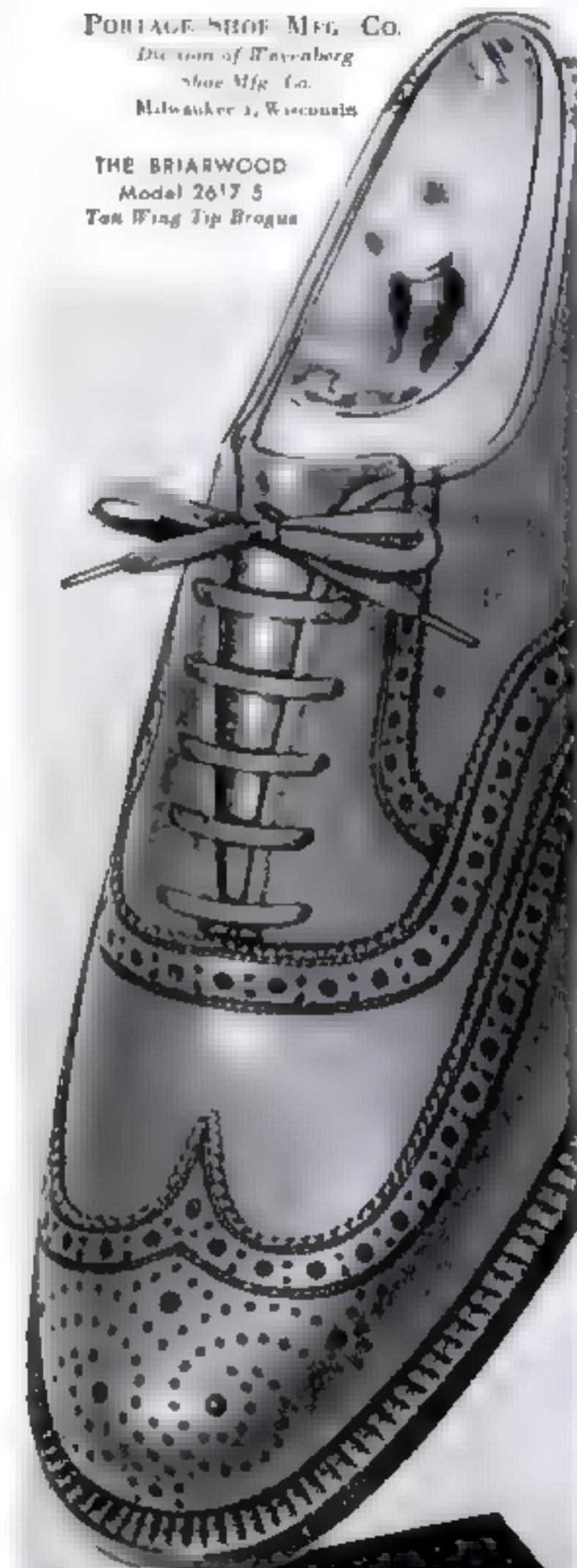
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LIFE'S REPORTS CONTINUED

wrote, "one should never ask an autobiography, because he is bound to lie.... If a writer, who he is and what he is, cannot be recognized by his work, either his books are worthless, or he himself is."

Despite Traven's insistent obscurity, the search goes on, and sooner or later it leads to the door of Esperanza López Mateos, an attractive blond Mexican who for the past seven years has been Traven's agent in Mexico and official translator (Traven writes in English) into Spanish. She corresponds with him directly and sees him in person, either in outlying parts of Mexico or in Mexico City itself, where Traven occasionally comes to buy supplies, to see a doctor, to prowl through bookstores, attend concerts or merely mingle with people on the street.

Since Señorita López Mateos is obviously a literary person and since she is an adventurous person well acquainted with the remote, dangerous parts of Mexico, it has only been natural that she herself is suspected of being Traven. Señorita López Mateos of course denies this. She points out that some of Traven's books were written 20 years ago when she was a very young girl, and that furthermore Traven's work is distinctly unfeminine. "Traven," she will say, "does not attempt to suggest reforms nor to elaborate theories; he confines himself to telling that which he sees and that which he lives, because in this he finds pleasure and, sometimes, money enough to eat three times a day. This is a very personal opinion of mine, and if I have the feminine weakness of elaborating a theory, then that is definite proof that I am not Señor Traven."

But who Traven is remains the secret of the señorita and Traven himself.



TRAIVEN MAY BE this man who, calling himself Traven Toravan, took part in an expedition into the Mexican jungle in 1926. B. Traven wrote a book with a similar locale.



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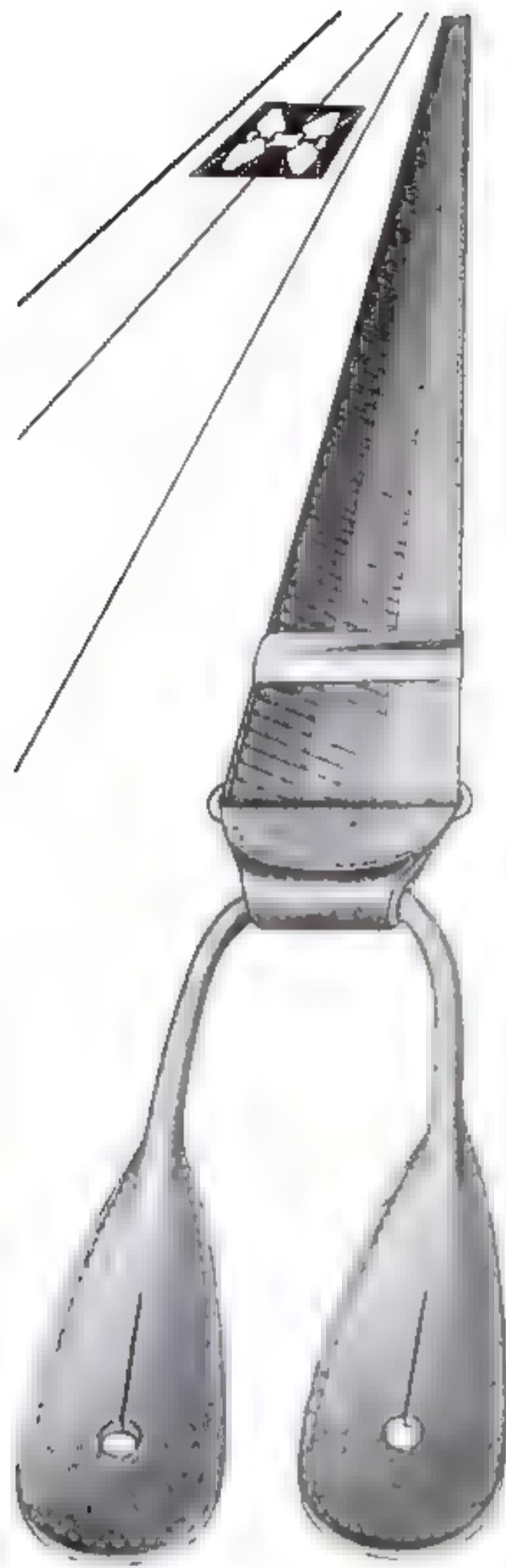
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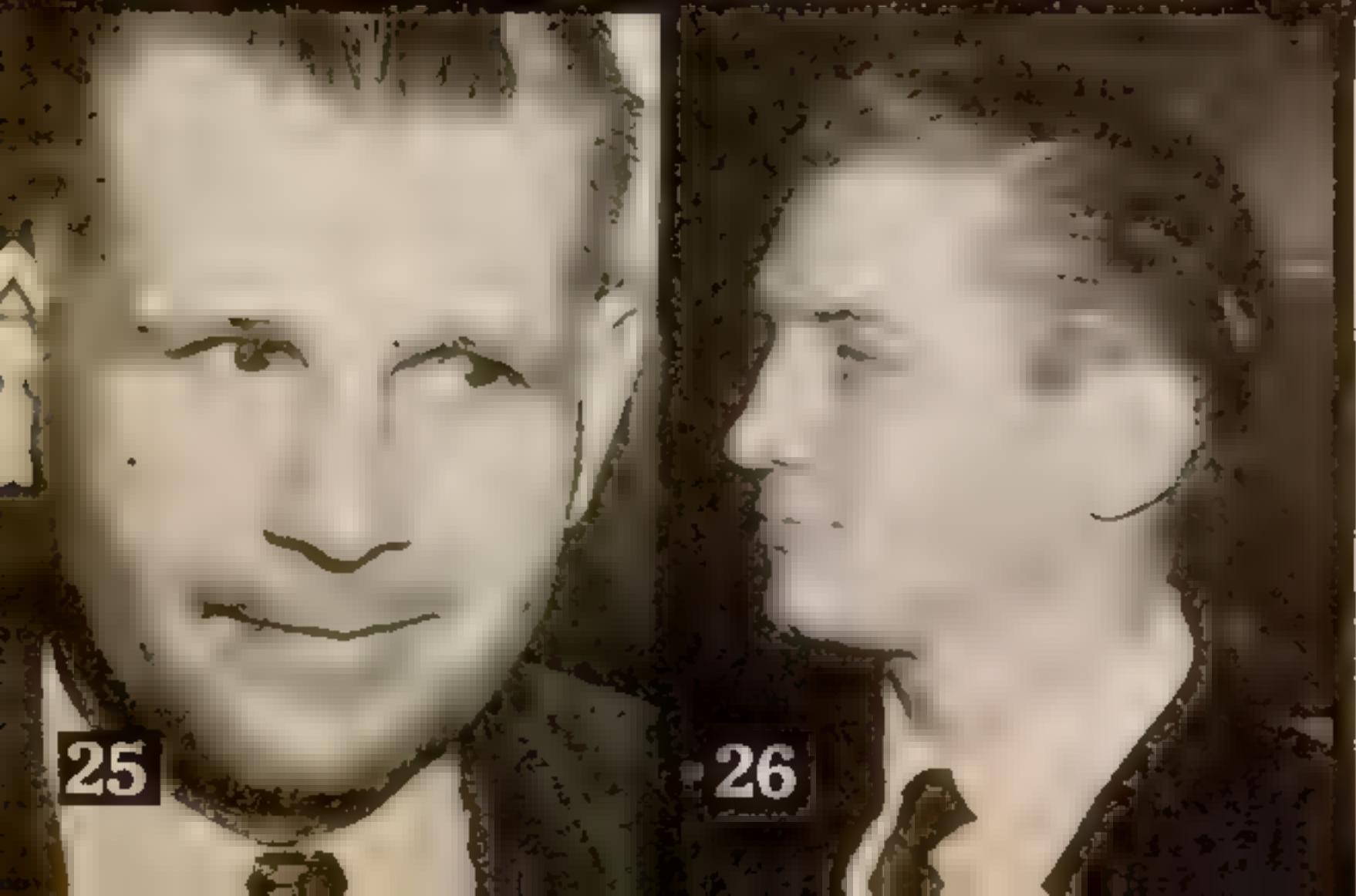
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SPEAKING OF PICTURES...

**... HALF THESE FACES ARE
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CITIZENS. WHICH IS WHICH?**



One of the most fallacious notions anywhere is the belief that there is such a thing as a "criminal look." Every day newspaper readers can be heard muttering, "He certainly looks like a crook," when they come across a suspect's picture. This, however, is a highly overrated method of criminal identification. To prove it LIFE invites its readers to separate the innocent from the guilty among the 28 faces shown here. Of these people, half have been convicted of crimes ranging from kidnaping to wilful homicide. The other 14, like the majority of respectable Americans, have never been publicly accused of anything more heinous than overtime parking. They are members of an organization called the Mystery Writers of America, Inc., which includes some of the country's top detective-story authors. To make the test fair, LIFE photographed the mystery writers in exactly the same way that criminals are usually caught by the camera—against bare walls, in bleak surroundings and without special props. The results indicate an interesting untapped source for Hollywood villains. To find out which are the mystery writers and which the criminals, turn the page.



Rather wallop a walrus than shave?

DOES your face feel raw and rough after every shave? Do you dread the next bout with your razor?

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unfortunate he-men who have both wiry whiskers and tender skin.

But you can do something about it, you know. Just remember...



You need a heavier cream to shave a tender skin

MOLLE is a heavier cream... a brushless cream. It hits the toughest beard right in the whiskers, makes a lighter one a pushover.

Because it's heavier, Mollé not only softens your whiskers, it holds

'em up straight so your razor practically floats through 'em.

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SPEAKING OF PICTURES

CONTINUED



MYSTERY WRITERS OF AMERICA INC. HOLDS BOARD MEETING

WHO THEY ARE:

- 1 **GEORGE "BUGS" MORAN** once bossed a Chicago gang, was among survivors of St. Valentine's Day Massacre engineered by the late Al Capone.
- 2 **ALFRED CLINE**, Colorado choir singer, made a good living by marrying ladies he met at church socials. They all "died" suddenly. His stretch: 126 years.
- 3 **LAWRENCE TREAT**, vice president of Mystery Writers of America, has written crime books like *B As in Banshee*, *D As in Dead* and *V As in Victim*.
- 4 **JOHN FIORENZA**, a Manhattan upholsterer, raped and strangled authoress Nancy Titterton in 1936. He was electrocuted nine months later.
- 5 **VERONICA PARKER JOHNS** writes mysteries like *Shady Doings* and *The Singing Widow*, has just finished another about murder at a dog show.
- 6 **LAWRENCE G. BLOCHMAN** is ex-reporter who has worked in the Orient. His mysteries include *Bombay Mail* and a movie, *Quiet Please, Murder*.
- 7 **KURT SEVERIN** once worked as a nightclub master of ceremonies, is now a photographer and writer who specializes in crime in Latin America.
- 8 **CLAYTON RAWSON** is a crime story editor for Ziff-Davis Publishing Co. His books bear titles like *Footprints on the Ceiling*, *Death from a Top Hat*.
- 9 **BRETT HALLIDAY**, whose well-known mystery plots feature a detective named Michael Shayne, is the husband of Writer Helen McCloy (see 19).
- 10 **WINNIE RUTH JUDD** murdered two women in 1931, shipped their bodies to Los Angeles in trunk. She was declared insane, committed to an asylum.
- 11 **JOHNNY TORRIO**, one of Chicago's big racketeers in the 1920s and a Capone henchman, was convicted of nothing worse than income-tax evasion.
- 12 **ARTHUR D. PAYNE**, Texas attorney, murdered his wife with dynamite in 1930. While waiting for his trial he killed himself with another charge.
- 13 **P. ORLEN TREMAINE**, now an editor for Macfadden Publications, still writes mystery stories about a scientist named Professor E. Z. Bart.
- 14 **MANFRED E. LEE** is one half of the partnership which produces all the Ellery Queen mystery stories. The other half is Frederic Dannay (see 21).
- 15 **HENRY KLINGER** is an assistant story editor for 20th Century-Fox. He joined the Mystery Writers to scout for good motion-picture whodunits.
- 16 **BASIL "THE OWL" BANGHART**, machine gunner for the old Chicago Touhy gang, got 99-year sentence for kidnaping, wound up in Alcatraz.
- 17 **JOSEPH R. "YELLOW KID" WEIL**, one of the Midwest's most talented swindlers, has been in and out of prison since 1909, is now at liberty.
- 18 **ROBERT IRWIN** ran amok in 1937, murdered his sweetheart's sister, her mother, spiked a roomer with an ice pick, got a 270-year prison term.
- 19 **HELEN McCLOY** has been writing for 10 years, created the character Basil Willing, who solves crimes through extensive knowledge of psychiatry.
- 20 **WILLIAM MANNERS** is the editor of *Mystery Novel Classics*, a detective pulp magazine. He was also on the board of experts of radio's *Crime Quiz*.
- 21 **FREDERIC DANNAY** is the other half of Ellery Queen, a famous pen name used by Dannay and collaborator Lee (see 14). They write a radio show.
- 22 **E. WALBRIDGE McCULLY** has been writing thrillers like *Blood on Nassau's Moon*, *Death Rides a Tandem* for six years. She has three daughters.
- 23 **PERCIVAL WILDE**, who began writing mysteries in 1937, is also an authority on one-act plays, has had some of his own performed in Sing Sing.
- 24 **JACK "LEGS" DIAMOND** wound up a long career of robbery and homicide when he was murdered by underworld colleagues in a hotel room.
- 25 **FRANCIS M. CARROLL**, a Maine deputy sheriff, murdered an aged doctor and his wife in 1938, is now serving a sentence of life imprisonment.
- 26 **WAYNE LONERGAN** came home to New York from RCAF in 1943, shattered his wife's skull with candlestick. His sentence: a minimum of 35 years.
- 27 **NEVILLE GEORGE HEATH** was quickly nabbed by Scotland Yard detectives after killing two of his women friends. Heath was hanged last fall.
- 28 **KATHRYN KELLY**, wife of Gangster "Machine Gun" Kelly, was convicted as an accomplice in a 1933 kidnaping, sentenced to life imprisonment.

S E R V I N G T H R O U G H S C I E N C E



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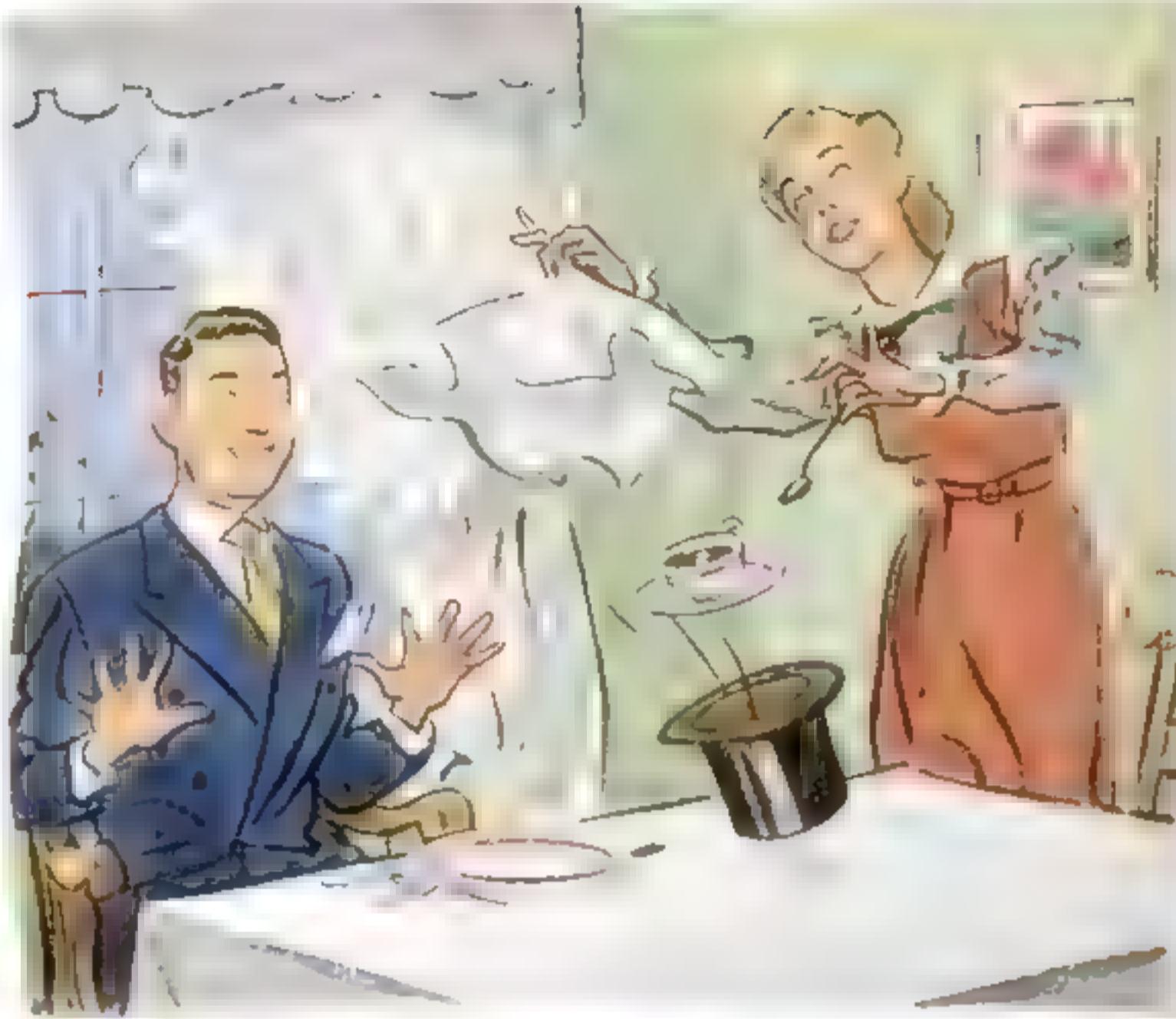
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LIFE'S COVER

The pert blonde shown bubble-bathing on LIFE's cover is little Ann Seidenglanz, 9, of Dallas, Texas. Ann's father says she doesn't always get so clean, but this is a special occasion. Ann is getting ready to put on her first long dress and take part in the Dad's Day party at her school (pp. 77-78). A fourth-grader, Ann studies arithmetic, spelling, French, English, reading and geography. She likes arithmetic best, but geography bores her. After school she plays kick ball, grows sweet-potato vines indoors, knits and reads about horses. She wants to run a flower shop when she grows up.

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"Even if
I don't wear
pink satin
negligees—"

... and even if high heels and fancy clothes don't belong in her down-to-earth wardrobe ...

Mrs. Edward Normand of Lakeside, Oregon, is just as fussy as any city gal about the niceties of living.

The Normands live up in Coos County, in a cabin surrounded by tall timbers and rhododendrons. And for a rugged life like that, she writes, you've "just got to have good things."

Good sheets, for instance.

Now it's only to be expected that her tall, outdoorsy husband, to quote Mrs. Normand:

... sleeps like a log, and requires sheets that are strong, durable, and long enough to tuck 'way under each end of the mattress."

Nor is it surprising that "this logger's wife demands daintiness along with sturdiness."

So what sheets are the answer to her two-point prayer? Pequots, and no others! Because, quoting Mrs. N. again:

"They are dignified as a Douglas Fir, strong as Paul Bunyan's Blue Ox, and durable as my blue jeans and woolen shirts. They give dignity and graciousness to the simplicity of my life."

We couldn't have said it better ourselves. Dignified, dainty, durable and gracious ... smooth, close-woven, snowy-white muslin sheets! If that's the kind of sheets you like, ask for Pequots. They're America's most popular sheets.

Pequot Mills, Salem, Massachusetts.



**PEQUOT
SHEETS**
so good-looking
so long-wearing

Trouble-maker?

APPLE OF YOUR EYE—and actually the best boy in the world. And all the trouble he causes—the extra work, extra steps, extra effort—really doesn't matter.

That time and energy and worry and patience are all part of your devotion to helping your child grow up. Another important part is securing his future, as far as you can—so that he may be able to fulfill his fine possibilities. Your Prudential life insurance representative can advise you about the kind of protection that future should have—for Prudential has worked out many plans especially suited to

families where there are young children.

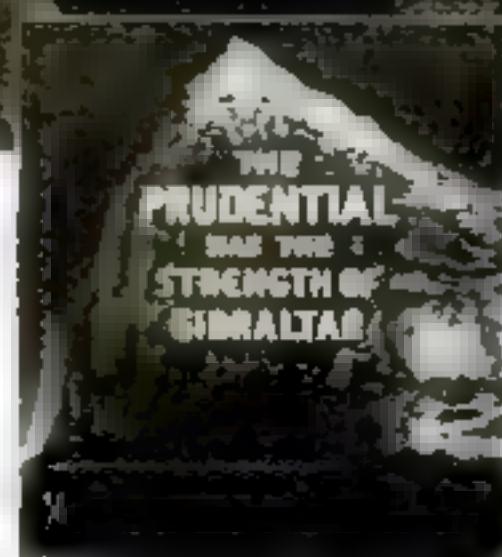
These plans include the provision of money for the care of the children if you should die; for their education expenses; or for your own later life, so that you won't be dependent on them. And Prudential protection is always safe and sure—safe, sure, and adaptable to any life insurance need. You'll like dealing with the Prudential—call up or write, *today*.



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THE FUTURE BELONGS TO THOSE WHO PREPARE FOR IT



THE PRUDENTIAL

INSURANCE COMPANY OF AMERICA

A mutual life insurance company

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PLAYFUL PRINCESS, heir-apparent Elizabeth, dodges about in a spirited game of tag with midshipmen aboard H. M. S. *Vanguard*. Leaping to elude one pursuer (top), she gets trapped between two more (center), finally falls into a hysterical laugh with a brash but happy officer (bottom).



ROUTE OF ROYAL TOUR covers all the provinces of the Union, also takes in bordering Rhodesia and Bechuanaland but skips South-West Africa.

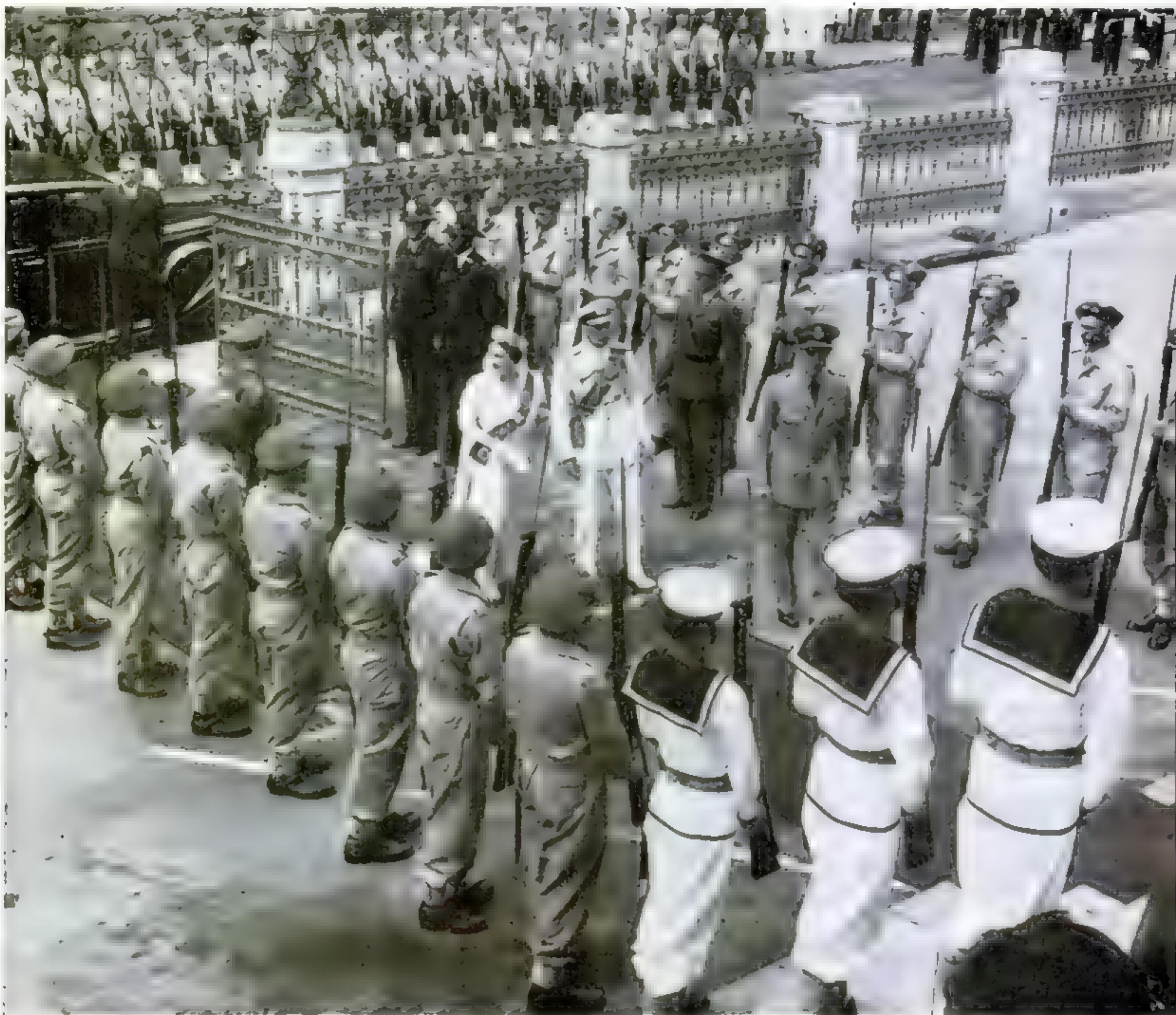
THE TRIP DOWN TO CAPE TOWN WAS FUN AND VISIT GOT OFF TO A GOOD START

In the morning mist of Feb. 17 the bright new battleship *Vanguard* steamed up to the Capetown docks. Preparations had been elaborate but officials in the grandstand could not help fidgeting for fear something would go wrong. Then, as George VI came down the gangway with his wife and two daughters, the people in the streets burst into a many-thongued roar of cheers.

After 17 days of recreation and relative seclusion aboard ship, the royal family assumed again the solemn obligations of Empire. On the quayside they shook hands with spry old Jan Smuts, the Dominion's prime minister, and Dr. D. F. Malan, the leader of the opposition. The king reviewed the traditional guard of honor and hurried along to the dais of the grandstand to join Queen Elizabeth and the two princesses. There he received the personating cabinet ministers and their wives and posed with them for photographs. Then with a smile, a nod, a discreet wave of the royal hand, he was carried in a great procession of motor cars down Kingsway to Government House. The first of countless celebrations, scheduled to last eight weeks, was off to an auspicious start.



PRIME MINISTER SMUTS (left), in a heavy business suit despite the 113° heat, leaves the quayside ceremonies en route to the Government House reception. Superstructure of *Vanguard* is visible over top of the royal train.



ALONG A PATHWAY OF ROYAL CARPETS THE KING AND QUEEN WALK FROM THEIR CAR TO ATTEND THE OPENING SESSION OF THE SOUTH AFRICAN PARLIAMENT

ENGLAND'S KING VISITS SOUTH AFRICA

On Feb. 17, for the first time in the history of the Empire, a British ruler formally opened parliament in the Union of South Africa. The occasion was a carefully promoted display of imperial glamour in trappings oddly matched with Britain's austere Labor government. At civic receptions the king and queen, with careful impartiality, greeted Boers and Britons, Bantus and Malays, Indians and Chinese and swept on to a grand tour of their rich and troubled Dominion.

It was a brave show, brand new to South Africa

but essentially the same show that Britain has staged many times in many realms. This time it glittered all the more brightly for the fact that it was enacted against a darkening backdrop of imperial calamity. The structure of the British Empire, raised by mighty men from Drake to Churchill, was crumbling. Even as its king paid tribute to the work of Rhodes, his royal cousin Mountbatten was on his way to India to undo the work of Clive. One by one the plums of power were slipping away—Egypt, Palestine, Burma. From London

the king's ministers sent a fateful message to America: We cannot support Greece any longer. Suddenly the whole eastern Mediterranean, where yesterday ran the line of empire, was America's burden—or Russia's.

At home in England the heirs of empire shivered in heatless houses, idle for lack of the coal that once fired the engines of world dominion. They found bleak comfort in watching on a sunlit stage on a faraway continent the performance of an old pageant now nearing the end of its run.



IN HIS FIRST RECEIVING LINE AT CAPE TOWN, H. M. S. *Argonaut* (above) crewes slowly in the bay

which the mounting mast still clings to. Above Aldebaran, small Africæ natives (far ground) clamber and swing. Later they re-enacted a local drama of to capture the bay's arrival.



FOR A GLIMPSE of passing royalists some South African
regions shun up parts to see where the dense crowd

STATUE OF EDWARD VII, grandmaster of present
time, provides elevation from which to watch George VI.

ALL DRESSED UP, Malay children are attendants in
wedding ceremony re-enacted for visitors at colored ball.



AMONG THE LOYAL SUBJECTS WAVING UNION JACKS ALONG ROUTE OF ONE OF THE KING'S PROCESSIONS WERE THESE GRINNING CHILDREN FROM A DUTCH





EAGER SUBJECTS (left to right) wait for their turn to be interviewed by a reporter. The subjects are members of a local club for people who have had breast cancer.



AT THE BALL (above) Given for the men of the press the King and Queen entertained by Captain Merton and the Duke and Duchess of Connaught for their wives and daughters.

SOUTH AFRICAN COLOR LINE WAS CAREFULLY OBSERVED

REFORMED SCHOOL AT PAAHL, CLOSE TO CAPE TOWN



clothes. They watched it on television and made in Britain

THE PRINCESSES display their cool made-in-Britain



of - I will feel quite at ease. All the ladies are in white,

wear short ones so that guests who come in either long

Brand van Zyl the queen wears long dresses the princesses

AT GARDEN PARTY given by Governor-General C



lawn. The queen is wearing a white dress with a ruffled hem and a long white coat. The princesses are wearing white dresses with ruffles at the waist. They are all smiling and looking towards the camera.

and two other girls left to visit us. Large crowds

with me to see Diana (good girl) - is very tame and



SUMMONS TO ROYAL PARTY WAS HIGHEST SOCIAL HONOR

HOT WEATHER MAKES A PARADE SPECTATOR Faint



THE GREEN CURTAIN

IT HANGS BETWEEN US AND A SALES OPPORTUNITY FOR DEMOCRACY IN LATIN AMERICA

The postwar period has plainly shown that the material happiness of the rest of the world largely depends on the export of goods and services from the U.S. As described on this page recently (LIFE, Feb. 17), one of the characteristics of democracy as a great way of life is that it, too, is exportable. There is a strong potential demand for it wherever men are not dead to the love of freedom. By all odds the broadest area open to this sales opportunity for U.S. foreign policy lies within the 20 republics of Latin America.

If we are seriously to tackle the job of furthering democracy in Latin America, we should take heed of the two most elemental rules of foreign trade. Rule 1 requires that the product be modified—without, of course, damaging the basic design—to fit the consignee's desires and needs. We will show little respect for Latin Americans by merely trying to dump on them the strictly domestic model of our political theories and aspirations. For that matter we will not secure many allies anywhere if we attempt to create them only in our own image. Rule 2 in international dealing expects the consignor to know and have confidence in the consignee. Without this knowledge there is no way of telling either how the product should be designed or if it will be properly received on arrival.

To conform to this second rule and get on with a job of first importance, the American people will have to rid themselves of generations of ignorance and misconceptions about the people and political dynamics of Latin America.

What We Don't Know

Most Americans who think about Latin America at all are likely to think of it as being practically next door. We do have a common border with Mexico. But the flying time from Chicago to Buenos Aires equals the flying time from Chicago to Karachi, India. Most Americans think of Latin America as a flourishing garden, which it is not (for example, only 2% of Colombia is under cultivation). Most Americans think of the common man of Latin America as colorful and gay, which he is not (Latin America bows only to the Orient in the distressfulness of its poverty, illiteracy, infant mortality and life expectancy). Worse than our misunderstanding of these physical and social facts is the amount of misinformation lodged in the collective American skull on the subject of the nature and spirit of Latin American politics. The verdant subtropical screen which lies between the two cultures seems to act as a sort of ideological Green Curtain.

Most Americans have no better basis for understanding the swift changes in regime which have characterized much Latin-American history than they have for understanding the governmental structure of the Latin-American republics. While it is true that the original constitutions of some Latin-American states echo certain phrases and ideals from American and French political documents of the 18th Century, the structure of most Latin-American governments is in the main utterly unlike that of the U.S. or of prewar France. The voting rules in Latin America, the selection of the legislatures, the extraordinary fiat of the chief of state, the provision for his succession and the choice

of his advisers—all these would seem very unfamiliar to a student of U.S. civics. So would the balancing of governmental powers and the relationship between the central and local administrations.

The other historical fallacy commonly held by North Americans about Latin Americans is that the latter fought their wars of liberation to escape intolerable political tyranny and strangling economic mercantilism from abroad. The Spanish colonies did not break with Spain until long after it became disastrously clear that the tottering Escorial no longer possessed the means of governing them. For under Spanish rule, harsh at times but distant and unsteady, the Spanish colonial had at least the illusion that he was enjoying the political condition which the Spanish spirit uniquely demands: personal and local liberty, and a strong, effective government—both at the same time. Says Cecil Jane, in his *Liberty and Despotism in Spanish America*, "Defective as the Spanish system of government in the New World was . . . it was thus not defective in the eyes of those who were primarily concerned."

What They Want

If the historical background of these "proud, intensely nationalistic and deeply patriotic" peoples is improperly comprehended by North Americans, their lively contemporary political behavior is even more so. To understand the nature of Spanish-American politics one must first understand three things about Spanish Americans: their tradition of *caciquismo*, or bossism; their lack of opportunity for personal advancement outside the state, and, most important of all, their inheritance of that brand of intemperate idealism peculiar to the Spaniard.

The Spaniard has always respected the *may hombre*, the Strong Man, and few languages have more names for more different degrees of boss than Spanish: *jefe*, *jefecito*, *cacique*, *patron*, *caudillo*, and, more recently, *lider*. In Spanish America everybody's heart belongs to some kind of daddy, and daddy tells him how to vote. The small, medium-sized and big bosses who command these constellations of voters may, of course, from time to time alter their loyalties one to another. This is one factor which gives Spanish-American politics an atmosphere of impermanence. But *caciquismo* marches on.

In Spanish America, where so little wealth has been domestically developed from the potential, there is usually just one jackpot, and the government in one way or another controls it. For ambitious natures the prize is immensely tempting; it has often seemed worth upsetting the local ground rules to win it.

Neither of the above considerations provides more than a cynical explanation for the kinetic character of Spanish-American politics. In all communities which have evolved a political consciousness there naturally occurs a conflict between the two ideals: the desire for personal and local liberty and the desire for a strong effective government. In northwestern Europe and in North America this political ambivalence has been reconciled in a number of ways by a number of historic compromises. The Spaniard and the Spanish American do not compromise. They do not compromise in their domestic or spiritual relationships and they do not com-

promise in politics. The Spanish spirit extravagantly admires and cherishes both of the two great political antipodes. Ferdinand VII, one of the most despotic kings who ever ruled Spain, was still respected as *el mucho rey*. On the other hand a lot of good people went to their deaths in Spain a few years ago in the name of democracy, socialism, communism and even anarchy. "The difficulty of the problem confronting the Spanish Americans," says Jane, "may be gathered from the fact that nowhere in the world has a solution which would satisfy the aspirations of the race been reached."

This, of course, may not be true in the future. For the shift of power toward a popular base which characterizes 20th Century politics has not gone unnoticed in Latin America. Argentina achieved a genuine popularly elected government in 1916 under Irigoyen. The present predominant party in Peru is led by Haya de la Torre, one of the most widely respected liberals in Latin America. Some aspects of a popular movement are even to be found in the regime of Argentina's Perón and among the Communists of Brazil led by Luis Carlos. It will be interesting to watch the political mutations of Latin America in the next half of this century.

Goal to Gain

In spite of their mercurial tendencies at home, Latin-American political leaders have frequently looked very good indeed on the stage of world statesmanship. The multiple frontiers of the Latin-American nations, plus their heavy dependence on the rest of the world for trade, have produced some internationalists of the first order. Almost all Latin America has sent distinguished delegations to the United Nations conferences, where it was found that it was not hard to do business with men like Aranha of Brazil, Padilla of Mexico, Camargo of Colombia or Belo of Cuba.

The business that we have to do with them and their people is serious. It goes well beyond the neighborly formula of Franklin Roosevelt, "We must prove ourselves their friends and champions." It consists of learning who and what the Latin Americans are. After that it is a matter of recruiting their deepening interest in the system of government and living that we believe in—as it is and as it can be—in whatever way we can and against whatever internal or external competition there may be. This is not imperialism. It is the proper functioning of a great power which has the strength of its doctrines and which wishes to survive.

PICTURE OF THE WEEK

The most famous sick man in the U.S. was up and about last week. But George Herman Ruth still showed the effects of a neck operation and 82 days in the hospital. "The Babe's" popularity, however, was undimmed by the 12 years that have elapsed since his last major-league home run. More than 28,000 letters poured in from well-wishers in the past three months and his appearance in newsreels brought applause all across the U.S. Last week the idol of every American kid was sufficiently improved to make a radio broadcast from his Manhattan apartment and to talk baseball with Hank Greenberg (opposite), the home-run king of 1946.



HIS STALWART SUBJECTS WAIT
TO GREET THEIR KING-EMPEROR
AT A CAPE TOWN GARDEN PARTY



STRIKING TEACHERS parade in front of Buffalo's Technical High School, one of the two high schools still

open on second day of strike. Behind them students wid

spelled out "Give Teachers a Raise" and "We Don't Want Scrubs" on the blackboards



LONELY STUDENT Doris Cook, 8, sits at the back of her classroom at P.S. 17. She showed up at the school to find nine teachers & less classmates so her real stories to them.



YOUNG TEACHER Bruce Brock, 7, helps Doris Cook teach the class on the first day of the strike. Declared Bruce: "This is the first time that I've ever been a teacher."

AN AILING BABE RUTH DEMONSTRATES HIS BATTING GRIP
TO HANK GREENBERG, HIS SUCCESSOR AS HOME-RUN KING





DETROIT TEACHER Adelaide Hart (left) studies progress of Buffalo strike. Her federation plans strike vote.

TEACHERS STRIKE

Biggest school walkout in history reflects bigger national problem

All across the country U.S. parents worried about their schools. The average teacher's wage was only \$17 a week. In six years 350,000 teachers had quit the profession and replacements were hard to find. Sporadic strikes had already broken out and teachers in more than 100 communities were talking of strike votes. Then in Buffalo last week 2,400 of them staged the perfect test case in the biggest teachers' strike the U.S. had ever seen.

On Monday 72,000 Buffalo children tramped to the city's 98 public schools to find 80 of them closed. Most of the children tramped happily back home to go coasting and skating. Soon a thin line of embarrassed teachers showed up before the schools. They were members of the independent Buffalo Teachers Federation which had called the strike. Their salaries ranged from \$1,775 to \$2,975 a year, plus a temporary increase of \$300. They said they needed \$325 to \$1,025 more and wanted Governor Dewey's Education Committee to report a favorable salary schedule. By Wednesday all the schools were closed. Buffalo's mayor referred the situation to Albany where Governor Dewey was studying a program of merit raises and long-term increases. The teachers said that the plan as it was set up would give no raise at all in 1947 to one third of them, very small raises to the rest. So they stayed out. Wondering how children would react to this example, New York taxpayers noted that their teachers are the best paid in the U.S.



STUDENT PICKETS with signs and placards march in front of schools to show support of striking teacher.



CHILDREN'S FIELD DAY was provided by the strike. Some of them served coffee and sandwiches to striking

teachers (above). Some had a perfect opportunity to watch fire engines in action (below). Some just stayed at home



THE FAILURE OF A RESCUE

**Schoolboys break through thin ice of Passaic River
and drown when human chain falls short by 4 feet**

After school on Feb. 25 three boys in Passaic, N. J., decided to try the ice on the Passaic River. When they reached the middle, the spongy ice cracked and the boys toppled into the black, numbing water. The youngest, 9-year-old Richard Kowal, disappeared almost immediately. The others, 10-year-old John Kowal, (not related to Richard) and 10-year-old Theodore Hunter, managed to cling to the edge of the ice. In a few minutes a crowd of white-faced people lined the river banks while police and firemen tried to save the youngsters. A fire truck's extension ladder was thrust out from the shore. It fell short by 2 feet.

Then a swimmer, Metro Wrobel, plunged in. While some of the crowd formed a human chain behind him (*below*), he smashed his way toward the boys. He

WITH RESCUE ONLY 4 FEET AWAY, TWO SCHOOLBOYS (BELOW, FAR LEFT) CLING TO ICE IN THE PASSAIC RIVER. A MINUTE LATER THEY LOST THEIR GRIP AND DROWNED



came heartbreakingly close (right). Pulling a rope and shoving a life preserver in front of him, he was only 4 feet from them when a thick cake of ice blocked his way. "Don't come any nearer!" one boy cried. "We're going under! You'll go too!" Wrobel tried to thrust the life preserver forward, but failed. His arms were frozen. Then, as he watched, the boys slipped under the ice and drowned. Wrobel fainted.

Two hours later the bodies of two of the boys were found, but at week's end the third still floated somewhere under the ice of the Passaic and Wrobel was in a hospital. "When I came to," he said, "I was here . . . and I still felt cold and my arms and hands hurt like hell, and I remembered the boys had died."



© BY THE HERALD-NEWS 1934
WROBEL (TOP LEFT) TRIES TO BREAK HIS WAY TO BOYS (TOP CENTER) BUT FAILS





SEVEN-MONTH-OLD MALE SIAMESE TWINS JOINED AT HIPS, ARE FED BY A WET NURSE IN A SHANGHAI SIDESHOW WHERE THEY HAVE BEEN SEEN BY 60,000 PEOPLE

SIAMESE TWINS

**Freak children, abandoned to die,
are saved for a Shanghai sideshow**

Seven months ago in China the wife of a Chekiang farmer gave birth to male Siamese twins who had a normal number of head, arm, and legs but were joined together at the hips. The man's birth was regarded as a bad omen so the twins were abandoned to die in a village dump. Next day, however, their mother relented and took them back.

News about the children spread and a doctor tried unsuccessfully to purchase them and then to kidnap them. A foster father appeared, took the babies

and put them on exhibit on with a wet nurse as a sideshow to a Shanghai flea circus. There passers-by paid 10,000,000 Chinese dollars (about \$1,000 in American money) to see them. These children, like the first famous Siamese twins, Chang and Eng, exhibited by Barnum in the 19th Century, seemed healthy. But medical men gave them slight chance to survive, with or without surgery to separate them. Most Siamese twins die shortly after birth and only one set in thousands lives to maturity.



LOOK FOR THE RED-AND-WHITE LABEL

"HIYA, HON, I'M HOME AND HUNGRY!"

"Now's When I'm Glad I've Campbell's Soups
to Help Me Out!"

"Seems like men can always eat—bless 'em! Take my man: it's home, a kiss and 'What's cookin'?' he wants to know. One thing: Tom goes for good soup. So pretty often I include one of his favorite Campbell's Soups. They're grand-tasting and so nourishing. Easy to fix, too. Tom says, 'Honey, you sure can put a meal on the table!' And maybe a bride doesn't like to hear that! Wouldn't you?"

A thick and hearty soup with
tender plump beans, made
specially tempting with the
taste of fine bacon. Men say
"More!"—and mean it!

Campbell's
BEAN with BACON SOUP

Fifteen garden vegetables
mingled in a good beef stock
make this vegetable soup
bearty and homey—and hus-
band-pleasing. Yes, Ma'am!

Campbell's
VEGETABLE SOUP

VEGETABLE
SOUP
MADE WITH BEEF STOCK

A chicken-rich broth, deli-
cate rice and lots of tender
pieces of chicken make a
soup to your taste—and his!

Campbell's
CHICKEN SOUP



Birds Eye Spinach with Shrimp Creole

1 box Birds Eye Shrimp, cooked and cleaned
 1/2 package (8 ounces) medium noodles, cooked and buttered
 *Creole Sauce
 1 box Birds Eye Spinach, cooked

Prepare shrimp as directed on package. Add shrimp and noodles to Creole Sauce. Cook spinach as directed on package; drain, chop, and season with 1 1/4 teaspoons grated onion and 1 tablespoon butter. Place spinach in center of platter and border with shrimp mixture. Garnish with sliced cucumbers, cut in wedges. Makes 4 to 6 servings.

*To make Creole Sauce, sauté 3 tablespoons diced onion, 1 small clove garlic, and 3 tablespoons diced green pepper in 3 tablespoons butter about 5 minutes. Remove garlic. Add 4 teaspoons cornstarch, 1/2 teaspoon salt, dash of pepper, 1 teaspoon sugar, and 1/4 teaspoon horseradish and blend. Add 1 1/2 cups tomato juice gradually and cook over medium heat until thickened, stirring constantly. Then cook and stir 3 minutes longer.

Spinach was never like this!



This is Spinach and Shrimp Creole—a dish with more than a dash of genius.

It wouldn't be the wonderful eating it is, if the spinach weren't young and tender and thick-leaf spinach—Birds Eye Spinach!

Birds Eye Spinach has the most glorious flavor you ever tasted. An early-morning-fresh flavor that contrasts delightfully with the snappy Creole sauce and bland noodles.

Really a song to fix. Birds Eye does all the spinach washing and culling. Rids every spruce green leaf of every grain of sand and grit. Birds Eye does this right after the spinach is picked—right before they quick-freeze in the delicious flavor that makes Birds Eye the grandest spinach-eating ever!

Why not put Birds Eye Spinach on your shopping list now?

...it's Birds Eye Spinach, of course!

Dont you believe it!

When folks tell you other brands of quick-frozen foods are the "same as" Birds Eye, come right back with, "It just isn't so!" Any one who's compared quality and flavor knows there's *only one Birds Eye*—always superb quality—with money-back guarantee!



See for yourself!



Look at every package of quick-frozen foods you buy. See that it carries the Birds Eye trade-mark. That's the *only* way to be sure you're getting Birds Eye quality in quick-frozen vegetables, fruits, poultry, seafoods.



LISTENING TO HIS OWN RADIO, READING BY HIS OWN BED LAMP, PETTING HIS DOG, PRIVATE FRANK WASSERMAN, 17, RELAXES ON HIS SINGLE-DECKER BUNK

THE ARMY'S KID-GLOVE ROOKIES

The guinea pigs for Universal Military Training live in varnished barracks and take etiquette lessons

Any old soldier will see at a glance what is wrong with the picture above. No rookie soldier in wartime ever saw the likes of a bed lamp—and even if he got a radio into his barracks, he would never have found an electric outlet for it. The sight of a dog lying on a bunk would have roused the sergeant to profane frenzy, if not to apoplexy. Moreover the average rookie, finding life a suc-

cession of top-decker bunks, had no idea that the army owned such luxuries as a single-decker.

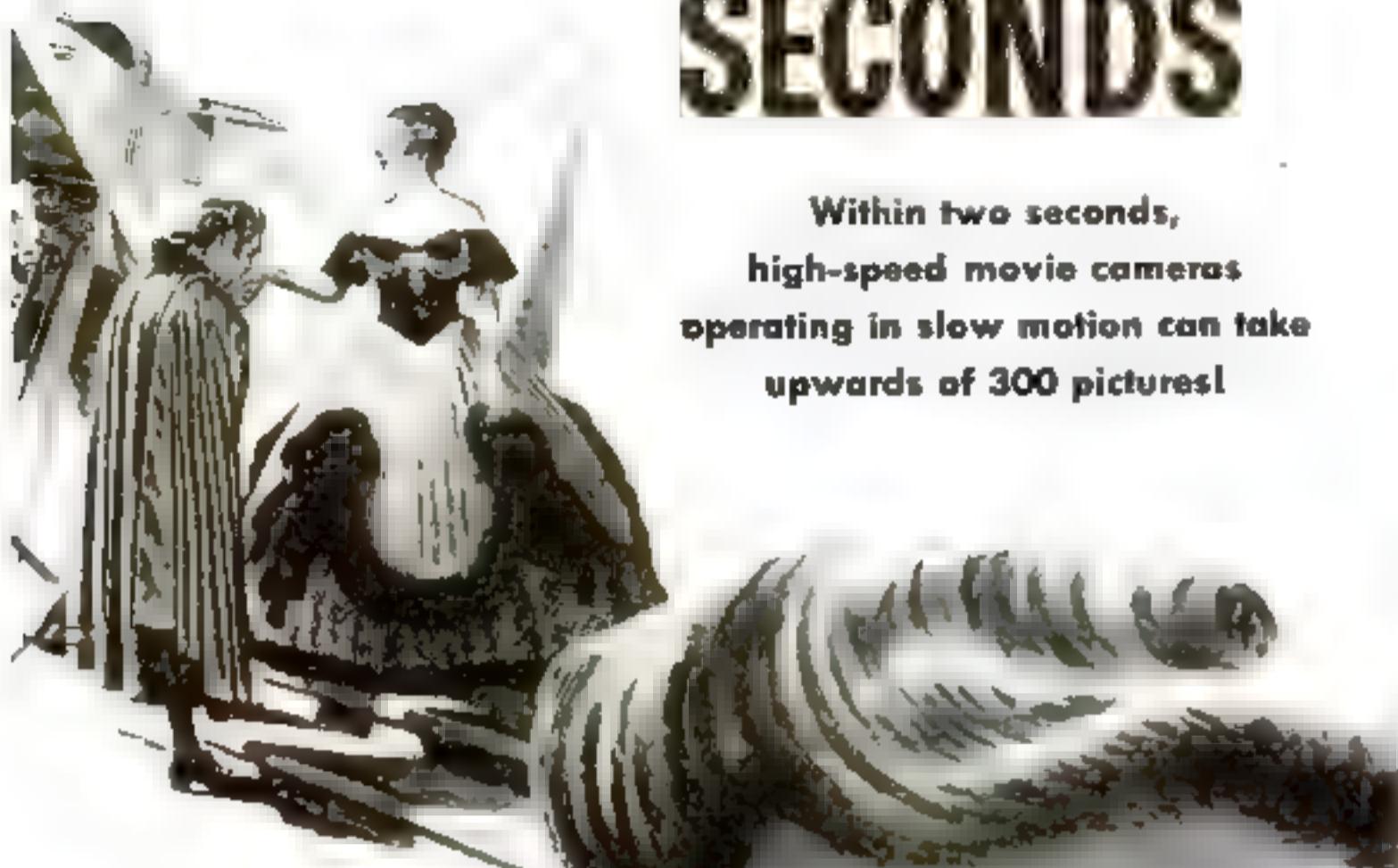
Yet the soldier above is indeed a rookie, and nobody is mad at him. In fact the Army is currently dedicated to making him feel as much at home as possible. He is one of 664 teen-age "Umtees" (Universal Military Trainees) undergoing an experiment at Fort Knox through which the Army

hopes to prove to the mothers of America that reserve training can be dignified as well as useful. Besides these conveniences "Umtees" are met at the railway station by a kindly and solicitous general. Their barracks are varnished and sometimes curtained, and their meals are served family style. They learn etiquette as well as fighting. Most incredible of all, they get demerits if they use profanity.

It happens within

TWO SECONDS

Within two seconds,
high-speed movie cameras
operating in slow motion can take
upwards of 300 pictures!



Test shows how fast
Bayer Aspirin acts
in your stomach.



And as this
glass-of-water test proves,
within two seconds after you
take Bayer Aspirin, it's
ready to go to work,
to bring

FAST PAIN RELIEF

 No less amazing than the picture-taking speed of a movie camera is Bayer Aspirin's 2-second disintegrating action. This swift action is the result of three important manufacturing steps — not just one. And because of it, Bayer Aspirin starts to go to work almost instantly, to bring you really fast relief from ordinary headache, neuritic or neuralgic pain.

What's more, Bayer Aspirin's single

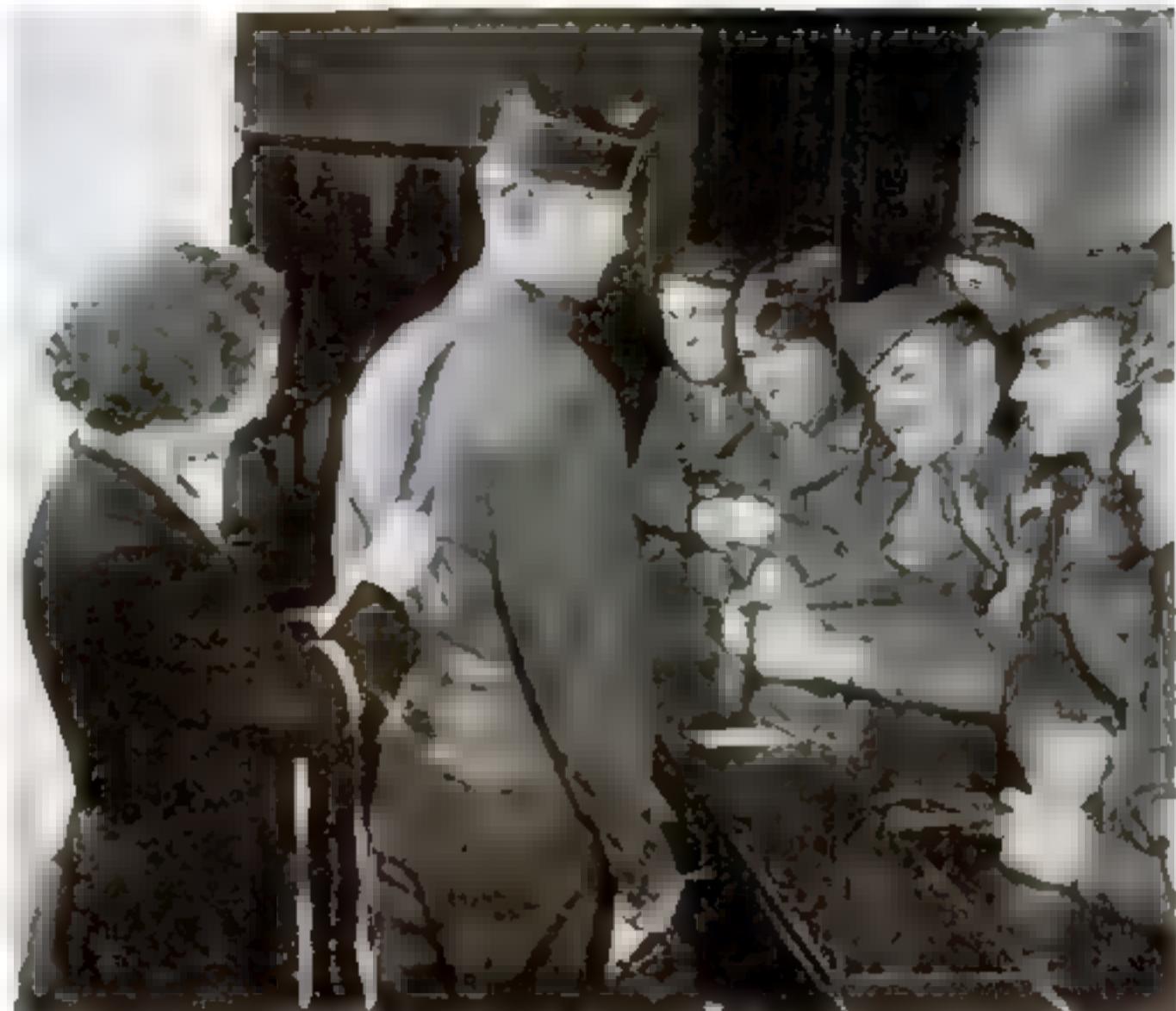
active ingredient is so remarkably effective doctors regularly prescribe it for pain relief . . . and is so wonderfully gentle to the system they have mothers give it even to small children.

And of all pain relievers, none can match Bayer Aspirin's record of use by millions of normal people — without ill effect. So for something you can take with confidence, be sure you ask for Bayer Aspirin when you buy.

Always ask for
genuine

**BAYER
ASPIRIN**

Rookies CONTINUED



FITTED UNIFORMS are provided by woman tailor who sometimes alters a blouse three times to make a customer happy and silence his friends' Witticisms. Newcomers have not had time to sew the triangular "Untee" insignia on cap.



DANCE LESSONS are given at service club by Judy McCown, who is paid by Army's Special Services division. She also throws in practical advice on how to ask a girl to dance, how to ditch her politely if she proves uncongenial.



HANDICRAFT CLASSES are open to any rookie who wants them. Trainee in the foreground is making a leather belt. In other classes he could learn metal-work, woodwork, photography, gem cutting, sign painting or radio announcing.

CONTINUED ON PAGE 40



SWAMI: For you I see a journey—it will be to a big building of many rooms, and I feel that this place, it is one place where you really *are* the guest.

MAN: Boy, oh boy! That *must* be a Statler Hotel!



SWAMI: I see you in a sparkling white room. There are many towels, much soap, and a waterfall. Wait—you reach up a hand and the waterfall changes its spray. Magic!

MAN: Nope! Just Statler's new 3-way adjustable showerhead!



SWAMI: Hah! Look! Music, dancing, beautiful singers! You are smiling. You are enjoying life at this Statler! Hmmm... who do you think is with you? *ME!*

MAN: O.K., Swami, let's go. I guess *everybody* likes to stay at the Statler!



SWAMI: Now the crystal shows you sleeping like a baby. That bed, it looks so soft, so very comfortable. But what is this? I see numbers, eight . . . three . . . seven!

MAN: Yep! That's a Statler bed with its 837 coil-spring mattress!



SWAMI: The picture changes. You are sitting at a table. Many friendly people are bringing much food. Ah, such soups, such meats, such desserts! Just looking makes me faint with hunger.

MAN: Just *thinking* of those Statler meals makes me hungry!



HOTELS STATLER IN
BOSTON • BUFFALO • CLEVELAND
DETROIT • ST. LOUIS • WASHINGTON

STATLER-OPERATED
HOTEL PENNSYLVANIA HOTEL WILLIAM PENN
NEW YORK PITTSBURGH

PROTECT YOUR FUTURE WITH U. S. SAVINGS BONDS!

P. S. Here's a tip for your trip. Try to plan your visit to a Statler for Friday, Saturday, or Sunday—that's when you'll have the best chance of getting the kind of accommodations you want!



**HERE'S
YOUR INVITATION**
to join the world's most popular
After-Shave Club

You are cordially invited to join the well-groomed men who top off each shave with a dash of cool, bracing Aqua Velva. Invigorating as mountain air, Aqua Velva leaves the face feeling smoother—helps prevent chapping. And you'll enjoy its agreeable, clean scent.

For real after-shave pleasure, use Aqua Velva regularly. It has long been the world's most popular after-shave lotion.

The J. B. Williams Company, Glastonbury, Conn., makers of fine shaving preparations for over 100 years.

A FEW OF THE MEMBERS
Maj. George Fielding Eliot
Burgess Meredith
Sir C. Aubrey Smith
Louis Calhern
Richard D. Morgan
Louis Bromfield



For the right fit... at the
right time! Edwards shoes
continually provide com-
fort and foot health security
for that growing youngster...
and in styles they'll want to wear.



Edwards
SHOES FOR CHILDREN

314-322 No. 12th Street, Philadelphia 7, Pa.



ROOKIES CONTINUED



MUSIC FOR LONGHAIRS among the rookies is provided in sound-proof club room equipped with phonograph and large collection of classical recordings. Old soldiers will be interested to know that there is a rug on the floor.



BARRACKS INSPECTION finds a polite sergeant (center), his vocabulary purged of profanity, patiently pointing out such errors as arrangement of clothing in foot lockers and showing his young charges how to do better next time.



COURTS-MARTIAL, called "Trainee Courts," are conducted by rookies themselves instead of officers. Here seven rookie judges (rear) hear a rookie defense counsel (right) question witness. Captain at rear acts only as moderator.

LUCKY STRIKE
Means Fine Tobacco

**... and in a Cigarette
it's the Tobacco that counts**



Yes, L.S./M.F.T.

Copyright The American Tobacco Company

QUALITY OF PRODUCT
IS ESSENTIAL TO
CONTINUING SUCCESS
L.S./M.F.T.





FAMILY MUSICALE by Mead Schaeffer. Number 1 in the series, "Home Life in America," by noted American illustrators.

Beer belongs...enjoy it

In this home-loving land of ours . . . in this America of kindness, of friendship, of good-humored tolerance . . . perhaps no beverages are more "at home" on more occasions than good American beer and ale.

For beer is the kind of beverage Americans like. It belongs—to pleasant living, to good fellowship, to sensible moderation. And our right to enjoy it, this too belongs—to our own American heritage of personal freedom.



AMERICA'S BEVERAGE OF MODERATION





EVERY DAY ON THE ILE D'YEU, MME. PETAIN CROSSES WIND-SWEPT MOORS ALONG A BARBED-WIRE FENCE FOR AN HOUR'S VISIT IN HER HUSBAND'S PRISON CELL

MADAME PETAIN

On a lonely fishermen's island
she stays near husband's prison

When Henri Philippe Pétain, hero of Verdun and villain of Vichy, was convicted of wartime intelligence with the enemy, the 90-year-old marshal was shipped off to wait out his days on the bleak Atlantic Ile d'Yeu. With him went his 70-year-old wife Eugénie. There in the tiny fishing village of Port Joinville she settled down near her imprisoned husband.

Every day, in good weather and blustery Atlan-

tic storm, she walks the mile to his prison, visits with him and collects his soiled clothes to take back to her hotel room to wash and mend. Then she walks back again across the lonely moors, past tiny cottages where fishermen's wives peer out at her through curtains of fish nets. Back in her room she reads the heavy mail which Pétain is not allowed to receive. To questioners she says, "My greatest wish is to share his solitude and stay near him."

Madame Pétain CONTINUED



IN 1944 the Pétains fled across the Swiss frontier (above), later returned for trial. He was given death sentence, which was commuted to life imprisonment.



TENDING FLOWERS on window sill of hotel is now one of Mme. Pétain's few pastimes. Over her bed she has a photograph of the marshal in uniform



HER COMPANIONS are wife and daughter of hotelkeeper with whom she dines because her room is unheated. Evenings she teaches the daughter to knit

"Glad to see you aboard!"



Smooth flying ahead

ANY FLIGHT with Johnnie Walker aboard is certain to be a pleasurable one. For this prize scotch . . . so generally smooth . . . so agreeably mellow . . . makes memorable every fleeting moment.

Popular Johnnie Walker can't be everywhere all the time these days. If occasionally he is "out" when you call . . . call again.



Both 86.8 Proof

JOHNNIE WALKER

BLENDED SCOTCH WHISKY

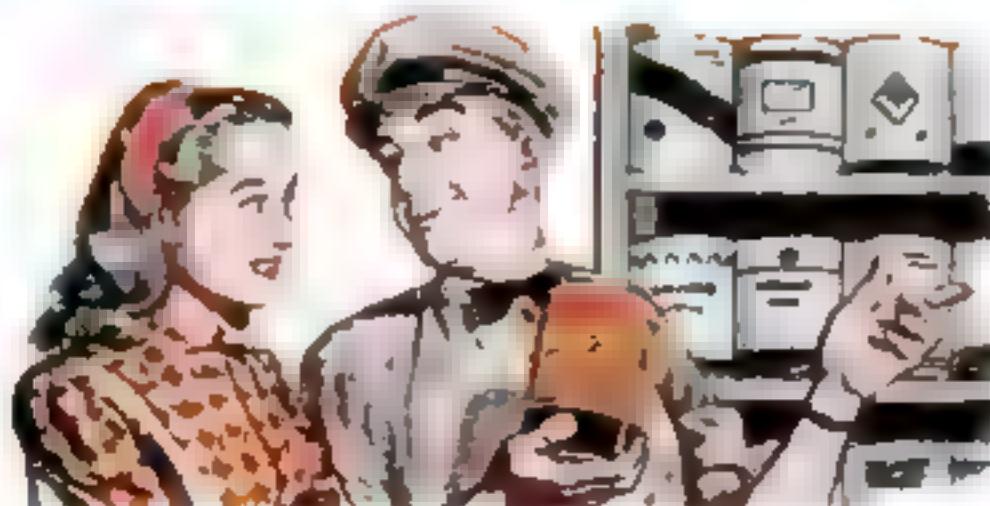
CANADA DRY GINGER ALE, INC., New York, New York • Sole Importer



...what oil do you use in your car, mister?"

"That's a fair question, lady. In fact, a good one. "Like thousands upon thousands of us independent dealers*, I handle four or five good brands of oil. But for my own car, lady, I use Macmillan Ring-Free."

Coast to coast you'll hear this boast. "Only the best for my car. Macmillan!" Experts talking—service station owners, mechanics. Men who think, live, know automobiles.



How come it's Macmillan among 800 brands? Reasons galore! Macmillan is plenty different. Refined by an exclusive, patented process. Removes hard carbon (guaranteed!). Covers friction points with a tough, slick film.

Even a quart puts new hustle and muscle into your motor. And when refillin'—make it Macmillan... every time.

And say! Macmillan's a *must* for '47's. Assures the gentle breaking-in every new car deserves. Where you see the Macmillan sign — that's for you.

ASK your independent dealer! You'll benefit by his know-how in choosing everything from tires to spark-plugs. Ask him!



Throughout the nation,

**1000's UPON
1000's**

of these dealers* say:

"I USE MACMILLAN IN MY CAR!"

*Experts—mechanics, garage men and service station operators who sell Macmillan and more than 800 other brands of oil

© MACMILLAN PET. CORP. 1947



Madame Pétain CONTINUED



✓check these
**LOW
INSURANCE
RATES**

you'll find you really can
afford to carry \$10,000
of life insurance

✓ Here is a long-term policy that protects you for the expectancy of life based on your age, according to the American Experience Table of Mortality. It has cash and loan values. Rates quoted apply to standard risks.

Age	Month Inst Per \$1000
15	.92
20	1.01
25	1.15
30	1.32
35	1.58
40	1.84
45	2.48
50	

AT AGE 35, a \$10,000 policy costs you only \$13.20 per month and will, should you die during the expectancy period, pay your beneficiary \$10,000 or an income for life. This low-cost policy cannot be issued in amounts less than \$2,500. Write now for complete details. Use coupon below.

More than two billion dollars of insurance in force

**THE LINCOLN NATIONAL
LIFE INSURANCE CO.**

FORT WAYNE 1, INDIANA

ITS NAME INDICATES ITS CHARACTER

MAIL THIS COUPON

THE LINCOLN NATIONAL LIFE INSURANCE CO
Dept. L-73, Fort Wayne 1, Indiana

Please send me full details about your Low Cost Plan, which provides ample protection at low cost.

Name _____
Address _____
City _____ State _____
Date of Birth _____



VETERAN OF VERDUN, this ex-marine is one of the few people she meets on way. He often gives her goat's milk for Pétain, his commander at Verdun.



WAYSIDE SHRINE marks daily route. In bad weather Mme. Pétain finds the walking difficult. The island lies in the path of frequent Atlantic storms.



THE LAST LAP of her journey is across a field, through thistles and pine. She denies rumors that Pétain is unwell, agrees with doctor he can reach 100.



— in 16 mm sound
motion picture projectors

An innovation in 16mm projection equipment . . . the new, sleek Victor "60" combines modern design and many new mechanical improvements. It is truly the finest 16mm sound projector offered for home entertainment and education today!

As smart in appearance as today's airplane luggage — with its light-weight aluminum case and matching speaker — the Model "60" further affirms Victor leadership in the 16mm equipment field. As far ahead as its striking appearance are the new engineering refinements which provide simpler operation and peak performance — for either sound or silent films.

Learn about this home projector triumph by writing TODAY for booklet describing the Model "60".



VICTOR

**ANIMATOGRAPH
CORPORATION**

A Division of Cessna-Wright Corporation
Home Office and Factory: Davenport, Iowa
New York • Chicago

Distributors Throughout the World

MAKERS OF MOVIE EQUIPMENT SINCE 1910

A wonderful cooking sauce from CALIFORNIA-



Westerners can tell you about this delicious cooking ingredient! . . .

It's Hunt's Tomato Sauce. And it's made in California.

Each can holds 8 ounces of the most taste-bewitching sauce you can imagine. Yet it costs only a few cents!

Hunt's Tomato Sauce is all tomato-through and through. Fresh, sun-ripened tomatoes are gently simmered with rare seasonings and spices to

give Hunt's its marvelous flavor!

With Hunt's you can really make exciting new dishes out of your favorite recipes. Simply add Hunt's Tomato Sauce when you make meat loaf, soups, stews, spaghetti, rice, fish, pot roast, eggs, gravies. It's that easy!

So, look for the Hunt red label in your food store. This delicious cooking sauce costs so little that you'll want to buy several cans at a time!



© Hunt Foods, Inc., 1947.

makes delicious baked fillets from GLOUCESTER



Famed for its old whaling harbor, famed for its New England cooking . . . Gloucester sends you this perfect Lenten recipe.

With Hunt's Tomato Sauce — this delicious dish is easy to prepare.

1 1/2 lbs. fish fillets	1/4 cup water
4 tbsp. margarine	1/4 tsp. pepper
or butter, melted	1 bay leaf
2 tbsp. chopped	dash of sage
onion	1 can Hunt's
1 tsp. salt	Tomato Sauce

Season fillets, place in shallow, greased baking pan. Mix butter, onion, salt, pepper, bay leaf, sage, Hunt's Tomato Sauce, and water. Pour over fish. Bake, basting occasionally, in moderate oven (350°F) 35-40 minutes or until fish is tender. Serves 4-5.

Remember, you get the concentrated goodness of more than four plump tomatoes in one can of Hunt's Tomato Sauce for just a few cents!



★ **Hunt**—for the best

New!

*Not a cake make-up
No water! Not drying!*

Easier to apply! No water! Just smooth on your Angel Face with its own luxurious puffet. This lovely new make-up gives you a wonderful glamour-toned mat finish, softer than cake make-up—and *not drying!* No wonder Angel Face began selling like hot cakes its very first day and has been breaking popularity records ever since!

New!

Stays on longer than powder

Every day, more women are telling their friends "just try Pond's new Angel Face—you'll love it!" You've never known anything quite like it! A smoothing "cling" ingredient is sprayed into Angel Face—then blended in by terrific pressure. It's this pressure-fused "cling" that makes Angel Face stay on so angelically!

New!

Can't spill in your handbag

Special extra reason why everyone loves Angel Face—it's a marvelous traveler! Doesn't spill in your handbag . . . doesn't "snow" over your clothes. Carry your handsome Angel Face case with you wherever you go. Be ready always to give yourself a luscious fresh make-up . . . smooth, flattering, lasting!



NEW! ANGEL FACE

by POND'S

SENSATIONAL NEW MAKE-UP...

GOES ON WITHOUT WATER...AND STAYS!

An instant success! No sooner did Angel Face appear in the shops than the excitement began! Rave notices in the beauty columns! Hurry-up re-orders from shops who were selling Angel Face as fast as they got it. And everywhere delighted new users asking their friends, "Have you tried Angel Face yet?"

During the very first month, Pond's had to double their output of Angel Face—then double it again—and still again!

It seems as if every woman who tries Pond's new Angel Face knows immediately that here is the perfect make-up she's been waiting for—with the best points of the old make-ups—and none of their faults!

- It's not a cake make-up. No water! Not drying!
- Stays on longer than powder!
- Gives a smooth, glamorous mat finish!
- Doesn't spill in your handbag!

Have YOU tried Pond's new Angel Face yet?

*Leading Beauties
of Society adore it!*

"Pond's new Angel Face is the most flattering make-up, and so heavenly to use. No wet sponge . . . no powder base, and the soft, lovely color stays on for hours!"

Mrs. ANTHONY J. DREXEL, III

"Angel Face has all the virtues of the best make-ups I've ever tried—and none of the drawbacks. No water, no drying effect. It's the cleverest beauty trick in years!"

Mrs. PEARY TIFFANY

"Angel Face is the ideal make-up I've been waiting for—a make-up that gives a flattering color and finish to my skin, doesn't need water, isn't drying, and stays on! And besides all these virtues, Angel Face is made to order for handbag use—I carry mine constantly!"

Mrs. JOHN A. ROOSEVELT



PART OF THE AMERICAN SCENE

New York Harbor

America's front door! Studded with ships...fringed with skyscrapers...lit with the torch of Liberty—to so many it has been their first glimpse of the American Scene. Painted by Ferdinand E. Warren, A.N.A.



Throughout this nation of coffee lovers **MORE PEOPLE BUY
AND ENJOY MAXWELL HOUSE THAN ANY OTHER BRAND OF COFFEE!**

• Like New York's teeming harbor, Maxwell House is part of the American Scene—for coffee is America's favorite beverage, and Maxwell House is its favorite coffee.

Now wonder *more people buy and enjoy Maxwell House than any other brand at any price!* *More flavor's the reason!* Many choice Latin-American

coffees are expertly blended for *mellowness...vigor...richness...full body.* Then "Radiant Roasting" develops the full flavor goodness. Vacuum Packing preserves it, roaster-fresh. No air can get in—no flavor can get out! No wonder, North, South, East, or West, it's Maxwell House wherever you go!

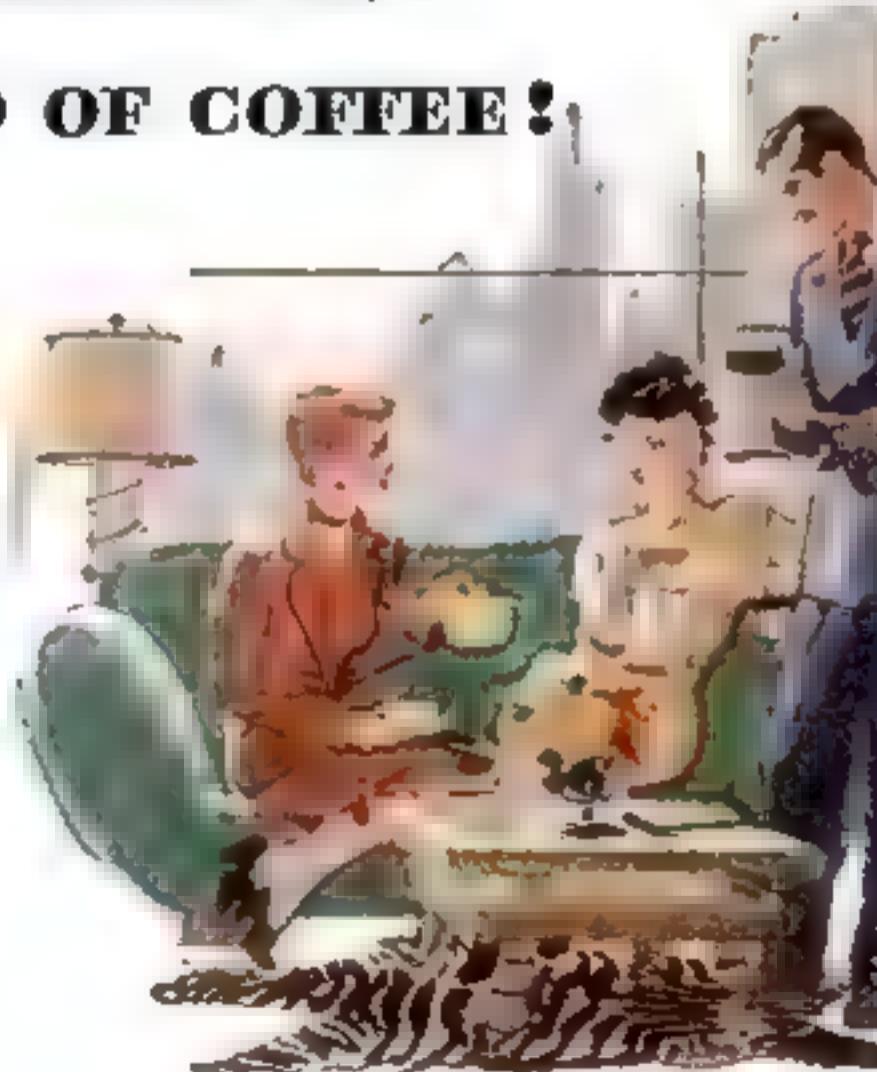
Tune in... Maxwell House Coffee Time... George Burns & Gracie Allen, NBC, Thursday night



Good to the Last Drop

MAXWELL HOUSE, TOO,

IS PART OF THE AMERICAN SCENE



Products of General Foods



UMPIRES' CLOTHING AND EQUIPMENT IS MODELED BY STUDENTS AND INSTRUCTOR GEORGE BARR (CENTER), WHO WEARS LONG UNDERWEAR TO ABSORB PERSPIRATION

UMPIRE SCHOOL

Fine art of bawling "stuh-rike"
is taught by a big-league expert

Last month in Sanford, Fla., 91 men finished six weeks' schooling for one of the most exacting and least appreciated professions: umpiring a baseball game. Their instructor was George Barr (above, center), a National League umpire. For a tuition fee of \$75 he teaches men to call decisions with the gestures (see below) that are easily understood from the bleachers. He also teaches them never to get chummy with players and always to keep home plate brushed off. Fifty-two of Barr's graduates

will start the 1947 baseball season as umpires in small minor leagues which will pay them about \$225 a month. They will lead a hard life, sleeping in bad hotels and eating worse food. Even a major-league umpire like Barr has no easy job. He is paid up to \$12,000 for six months' work, but there is always Leo Durocher (LIFE, Feb. 3) to make life miserable. Nevertheless umpiring has one attraction which was noted by the American League's Tim Hurst. Said Hurst, "You can't beat those hours."

LED BY BARR (FOREGROUND), STUDENTS SPREAD HANDS, PALMS DOWN, IN GESTURE TO INDICATE BASE RUNNER IS SAFE. LATER THEY GOT TO UMPIRE BALL GAMES



IF YOU NEED A LAXATIVE

when you have a COLD...

Avoid the weakening effects of harsh purgatives and cathartics!

Take Ex-Lax... America's most widely used laxative! Ex-Lax gets results thoroughly, effectively—yet gently, too! It doesn't dehydrate your system the way some laxatives do—doesn't leave you feeling all washed out! And that delicious chocolate taste of Ex-Lax makes it a pleasure to take, not a punishment!

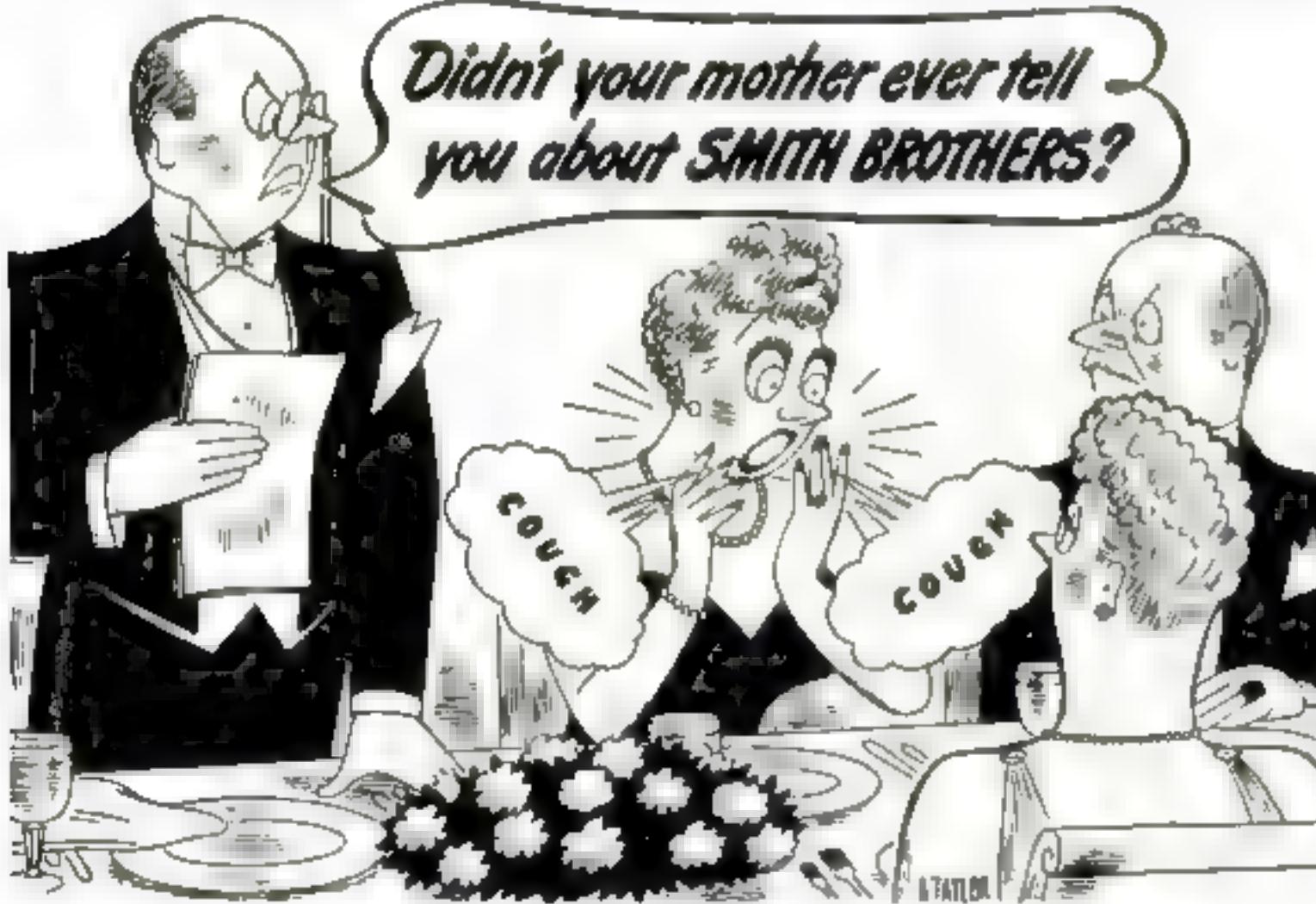
For over 40 years Ex-Lax has been America's favorite family laxative... fine for youngsters as well as grown-ups. Last year the people of this country showed their confidence in Ex-Lax by buying over 40 million boxes! As a precaution, use only as directed. 10¢ & 25¢ at all drug stores.



Acts well!...
Tastes swell!

When Nature forgets...

remember EX-LAX



COUGHING IS OFFENSIVE!

Here's Quick 3-Way Relief:



...Go after those offensive minor coughs due to colds or smoking at the very first scratchy "tickle." Get Smith Brothers famous black Cough Drops, a scientific prescription-type formula of proven cough-relief ingredients used for years by the medical profession. Smith Brothers bring quick, long-lasting relief in 3 important ways:

- ① Ease throat tickle
- ② Soothe raw, irritated membranes
- ③ Help loosen phlegm

No narcotics. Let children enjoy them freely. Now in greatest demand of their whole 90



year history. A boon to smokers. Buy 2 packs today, one for pocket, one for bedside if night coughs strike.

Umpire School CONTINUED



STUDENTS DISAGREE on a close decision. Fred Van Poucke (left) waves runner out, but Red Willcoxon (right) calls him safe. Barr (center) watches play.

PRACTICE MIRROR



PRACTICING BEFORE MIRROR is part of homework in naval barracks where students live. Hugh Brown (above) is perfecting form on "You're out."

CONTINUED ON PAGE 80

RKO's PIC-TOUR OF THE MONTH



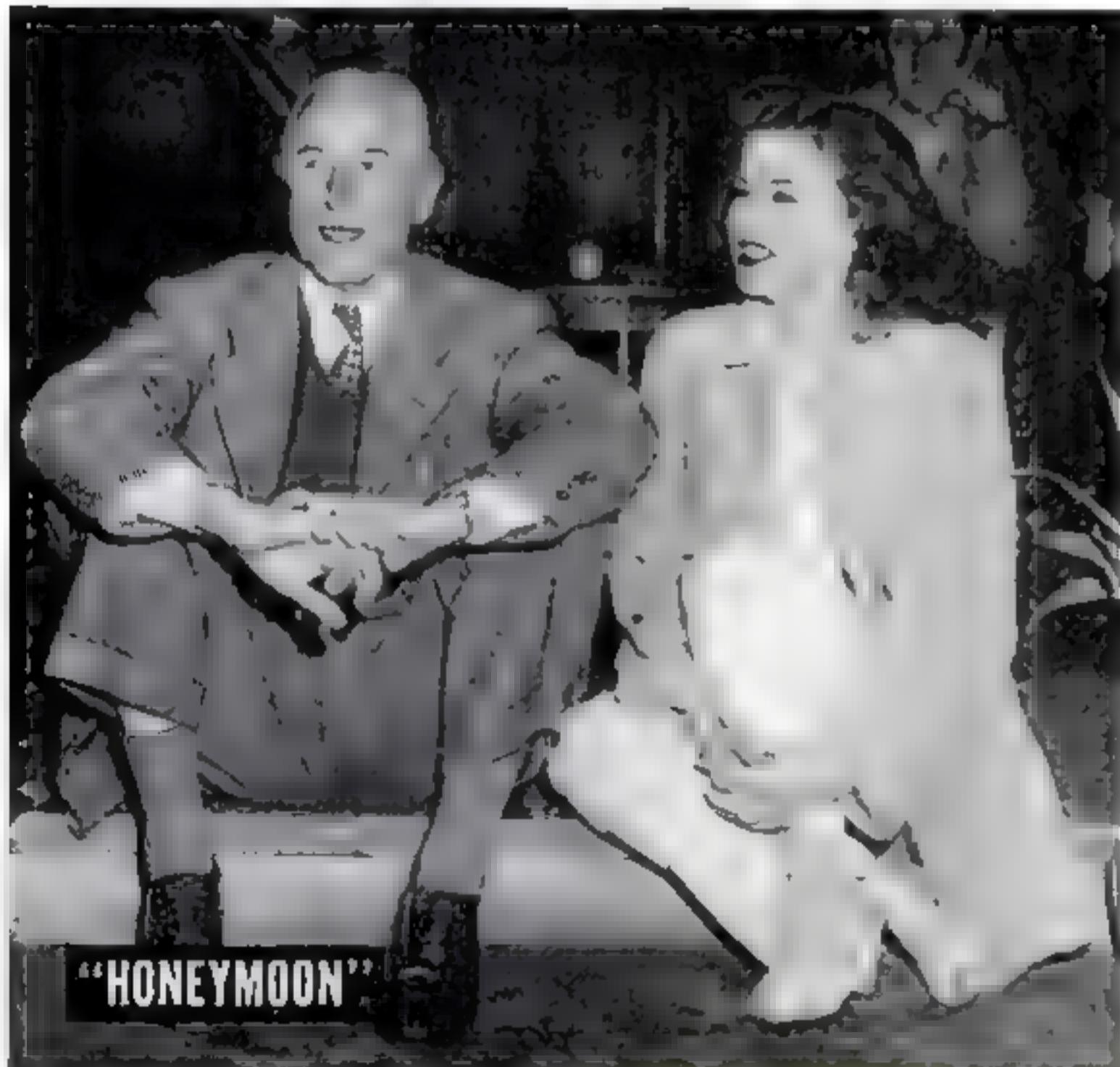
"THEY WON'T BELIEVE ME"

WOULD YOU BELIEVE HIM? Dangerously enticing for susceptible ROBERT YOUNG are the obvious charms of SUSAN HAYWARD, in this scene from RKO's *They Won't Believe Me*, but Susan won't believe him, as you can see here. The film skyrockets JANE GREER to stardom.



"THE LONG NIGHT"

RACKED by jealousy, goaded to desperate deeds, HENRY FONDA faces disaster in this closeup from *The Long Night*, a Hakim-Litvak production. Clinging to him is screen newcomer BARBARA BEL GEDDES, from the Broadway stage. Also starred: VINCENT PRICE, ANN DVORAK.



"HONEYMOON"

SMILES BLOOM on RKO's *Honeymoon* set, as SHIRLEY TEMPLE and director William Keighley watch rehearsal for battle royal between FRANCHOT TONE and GUY MADISON (outside camera range). This gay film, based on a Vicki Baum comedy, has glittering Mexico City locale.

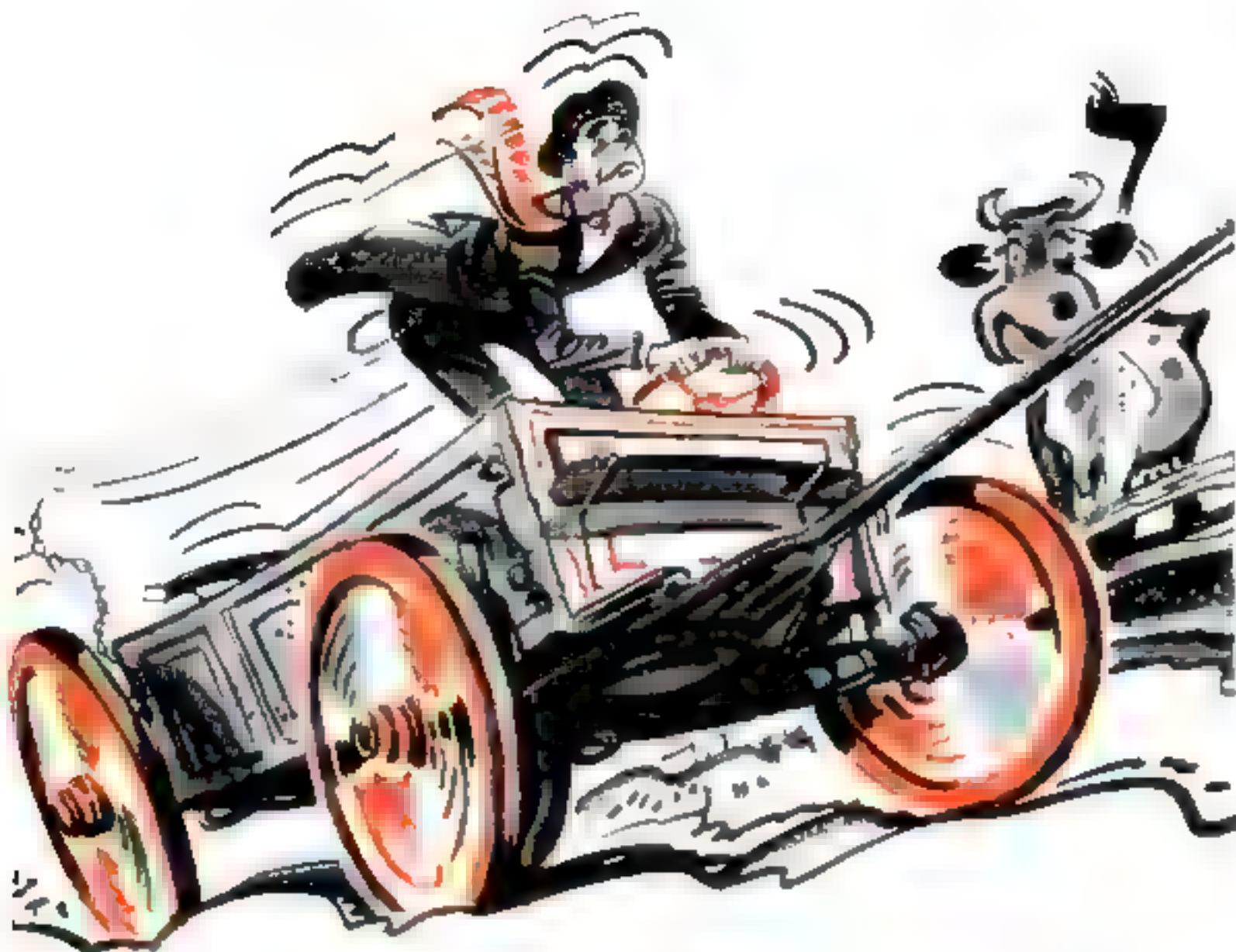


"WOMAN ON THE BEACH"

BEACH LOVE SCENE, about to be played for RKO's tensely dramatic *The Woman on the Beach*, evokes spirited discussion between JOAN BENNETT and ROBERT RYAN. Director Jean Renoir (in the middle) has his say, too. Film's stellar cast includes CHARLES BICKFORD.

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SOON BE SHOWN AT YOUR THEATRE

RKO
RADIO
PICTURES



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MARFAK Chassis Lubrication



THAT CUSHIONY FEELING LASTS LONGER WITH MARFAK!

Marfak Chassis Lubrication is specially made to fight wear two ways. It not only keeps wearing surfaces apart but sticks to those surfaces no matter how rough the going. Not for just a couple of hundred miles, but for 1,000 miles and *longer* — *Marfak* is in there fighting. You can tell the difference — a cushiony ride that makes driving a pleasure and tells you your chassis is fully protected against wear. Applied by chart, never by chance. Ask your Texaco Dealer to give your car that "Marfak feeling" now.



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TEXACO DEALERS IN ALL 48 STATES

TIME INC. TEXACO STAR THEATRE presents the Eddie Bracken show every Sunday night.
METROPOLITAN OPERA broadcasts every Saturday afternoon. See newspapers for times and stations.

THE UMPIRE'S ROLE

In a most unruly pastime he remains an autocrat

WHEN the most famous of all baseball umpires, William Klem, was asked whether in his 37 years' service in the major leagues he had ever called a wrong decision, Klem answered that he had not.

It is to be hoped that in George Barr's school for umpires this point of view, along with the proper gestures and vocabulary, will be instilled into the pupils. Such confidence is essential to the proper discharge of a unique and important function which has been less generally appreciated than it might be.

In baseball the function of the umpire is not merely that of arbiter or judge, like that of the referees in other games. He represents also Authority. Dressed for this part in a grim mask and a dark suit that contrasts severely with the light uniforms of the players and the bright green turf, he roars and bellows, struts and frowns and issues the command, "Play ball!" If the U.S. writers who have expended so much eloquence on exotic sports like bullfighting cared to investigate the symbolism of a game much readier to hand, they might go considerably further. They could show perhaps that, in baseball's complex ritual, based on the mystic numeral three, the umpire represents Fate or Destiny, the Harsh Necessity (*aváyken*) of Greek Tragedy. They could suggest that the umpire is the Scapegoat King of Frazer's *Golden Bough* and the Boss or the Dictator of modern mythology; and they could investigate why he is sometimes referred to as "empire"—perhaps because of an umpirical confusion of word with concept, or because of his uniform of imperial purple. However while all this may be what makes the umpire so important, what makes him unique is something else again. This is the reaction which, in the American national game, just such an important personage arouses.

In baseball it is against the rules for the players actually to kill or even maim the umpire, but threats to do both are conventional. Not only the players but also the crowd feels free to revile him, and it is significant that the crowd does so and gains great satisfaction thereby. In the American national game, in short, Authority is clearly the villain, tolerated because the game could not go on without him but obeyed only under protest.

Whether this is what makes baseball the national game may be debatable, but at least Authority's role in it is peculiar and indigenous. In cricket, for example, there is no raucous antagonism toward the umpire; that would, precisely, not be cricket. In Japan baseball is played just as enthusiastically as it is in the U.S. But in Japan, where a batter may not run out an infield grounder because it would be poor sportsmanship to profit by the fielder's error, the umpire's decisions, like MacArthur's, are considered unassailable.

In Berlin not long ago the Russian member of the Kommandatura complained because German boys in the American zone were being taught to play baseball and because this, to the Russians, looked like some form of militarism. By so complaining, the Russians merely betrayed again the limitations of their own frame of reference; for the fact is that from their point of view they had an even better cause for alarm, although they did not know it.

If Germans or anyone else really learned baseball well enough to know how to talk to an umpire, they would have learned a lot of other things as well. They would have learned, as Mr. Barr's pupils doubtless do not need to be instructed, that while exalted confidence like Mr. Klem's is indeed essential for anyone who attempts the role of Destiny, such confidence belongs in the ball park; and that even there it should be suspect always, heckled often and crowned occasionally with an empty bottle.

—NOEL F. BUSCH



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Victrola radio-phonograph 65 U
plays on AC.

It's a Beauty... It's a Hit!



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RCA VICTOR HISTORY**

This symbolizes the "Golden Throat,"
RCA Victor's exclusive 3-way Acoustic System. This thrilling development is explained technically in a booklet attached to RCA Victor instruments.

It's a table Victrola* with automatic record changer, the "Silent Sapphire" pickup and the glorious TONE of the "

Golden Throat"

• It's a handsome radio you can tune and control with the cabinet lid closed . . . it's a phonograph which plays up to 12 records automatically . . . and it's well on its way toward setting a record, too! A record for popularity! Hear it play one of the new RCA Victor records and you'll know why, for the "Golden Throat" brings out the full quality of such fine recordings.

No needles to change! The permanent pickup is a tiny jewel-point—the "Silent Sapphire." So safe, too—even scraping it accidentally across your records won't damage them. Hear it at your RCA Victor dealer's tomorrow!

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Say **Shefford** for fine cheese

MELT IT SPREAD IT

SLICE IT



Lift/Lenten Meals... **CHEESE BY SHEFFORD**

Up with eating fun. Down with dull diet during Lent. How? Just add liberally to Lenten dishes the goodness of fine Shefford Cheese. Melted on toast, on fish or shrimp, on vegetable casseroles, in omelets. Yes, there's a wealth of honest, natural flavor in quick-melting Shefford Chevel* Brand Cheese Food—in Shefford American, in Shefford Cream Spreads—in all the other kinds of fine cheese by Shefford to put that come-on-and-eat goodness in Lenten meals.

Shrimp Chevel Casserole

Cook 1/2 cup washed, drained rice in 2 tablespoons melted Shefford American cheese until rice is done. Cook 1/2 cup washed shrimp in butter and 1/2 cup water until shrimp are pink and done. Remove shrimp from water for 3 minutes. Drain and reserve liquid. Melt 1/2 cup Shefford American Cheese or 1/2 cup Shefford Cream Spread in 1/2 cup butter. Add 1/2 cup sliced onions, 1/2 cup sliced mushrooms, 1/2 cup sliced green beans. With back of spoon add 1/2 cup Shefford Chevel to onions, mushrooms, green beans. Add 1/2 cup Shefford American Cheese. Add 1/2 cup Shefford Cream Spread. Top with 1/2 cup Shefford American Cheese and 1/2 cup Shefford Cream Spread. Cover with foil. Bake at 350° for 20 minutes. Sprinkle Shefford Cheese and Shefford Cream Spread over top.

*Shefford Chevel is a registered trademark of Standard Brands, Inc. in the U.S. Patent Office.

STANDARD BRANDS INCORPORATED
New York 22, N.Y.





CAPACITRON IS SET OFF with a blaze of sparks from condensers which build up 5,000,000 volts in the tower at left. When current is discharged in the tube at

right, a blast of electrons is fired into the concrete blockhouse below. By putting substances such as food in the path of this beam, effects shown on page 62 are produced.

ELECTRON FACTORY

A Brooklyn scientist constructs an atom smasher to preserve food

Great atom-smashing machines like the cyclotron are made primarily to study the atom in the laboratory. Now Dr. Arno Brasch, a German-born physicist who works in Brooklyn, has developed a new kind of atom smasher which he believes will have many commercial applications. Brasch's machine, which is called the capacitor, is built to manufacture a mighty burst of electrons for periods of less than a millionth of a second. Short elec-

tron bursts, Brasch and Associate Wolfgang Huber have discovered, have a special effect on living and dead tissue. The electrons mysteriously stop nearly all the chemical reactions in tissue without seriously changing its structure. The most obvious application of the capacitor is to preserve food. When raw meat, fruit and vegetables are put under the capacitor's electron beam, they can be preserved indefinitely without being cooked or frozen.

To keep him **GOING GREAT GUNS** ...nourish **EVERY INCH** of him with GAINES!



WHAT JOY in owning a dog who is bursting with happiness, health, and pep! What joy in looking at him—the brightness of his eyes—the eagerness of his appetite—the wag of his tail. What joy in the touch of him—the smoothness of his coat—the solidity of flesh and bone—the strength in every muscle. Yes, expert care—and nourishing **EVERY INCH** of him—can pay you rich rewards!

But to nourish every inch of him, a food must supply **SO MUCH . . .** so many things that meat alone is unable to supply. In GAINES there's every type of nourishment that dogs are known to need.



who! **MASTER SAVES MONEY!**

GAINES costs less to feed than any other type of dog food. For GAINES is a dry food—it's ALL food. Just mix it with warm water—that's all you need! You add the water yourself at no extra cost. Of course, if your dog goes for GAINES more eagerly when you add milk, gravy, soup, or meat—by all means please your dog. But no matter how you mix it, GAINES should be the **main** part of every feeding, to make sure you nourish every inch of your dog.

GAINES is a Meal dogs love. A stand-by of veterinarians for over 17 years. Today's leading brand among breeders. Largest-selling dog food in America!

All this—in **EVERY POUND OF GAINES!**



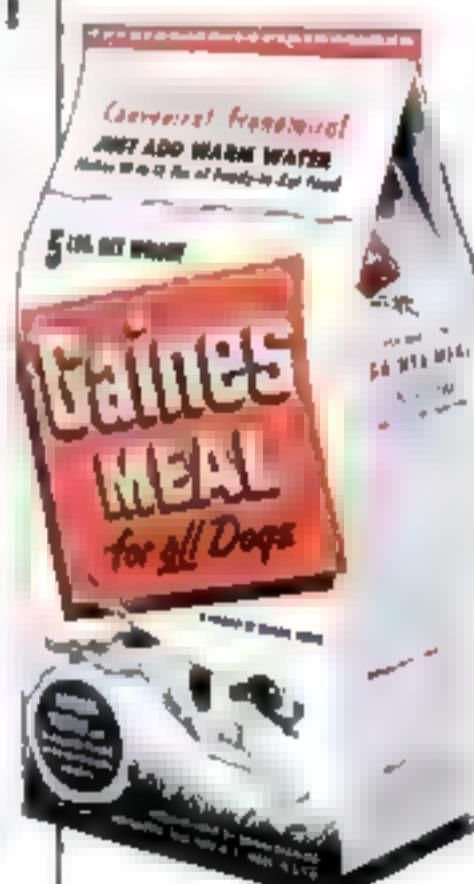
To build strong bodies—as much protein as in 1½ LBS. BEEF. For sleek appearance and glossy coat—the fats that would be provided by 1 oz. BUTTER



For energy—as much carbohydrates as in 2 qrs. COOKED OATMEAL. For vitality—as much iron as in ¼ LB. BEEF LIVER



For strong bones and teeth—the minerals that would be provided by 1¼ LBS. CHEESE



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and all the vitamins and minerals dogs are known to need . . . in more than required quantities.

For variety, try Gaines Krunchon, which is Gaines Meal compressed into crunchy pellets.

GAINES COMPLETE MEAL

"NOURISHES **EVERY INCH** OF YOUR DOG"

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Rush free sample of GAINES MEAL and GAINES KRUNCHON, together with illustrated dog booklet.

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INVENTOR BRASCH PUTS FOOD VIAL IN BEAM PATH

ELECTRON BEAM SUSPENDS THE CHEMISTRY OF LIFE

The electron beam of Arno Brasch's capaciton can be used on almost anything where it is necessary to suspend the processes of life. When it is used to irradiate food, the beam not only kills bacteria which cause decay but also prevents the destructive effects of enzymes which are present in all living cells. This action of the beam may be particularly useful in the preservation of easily spoiled biological compounds such as penicillin and whole blood.

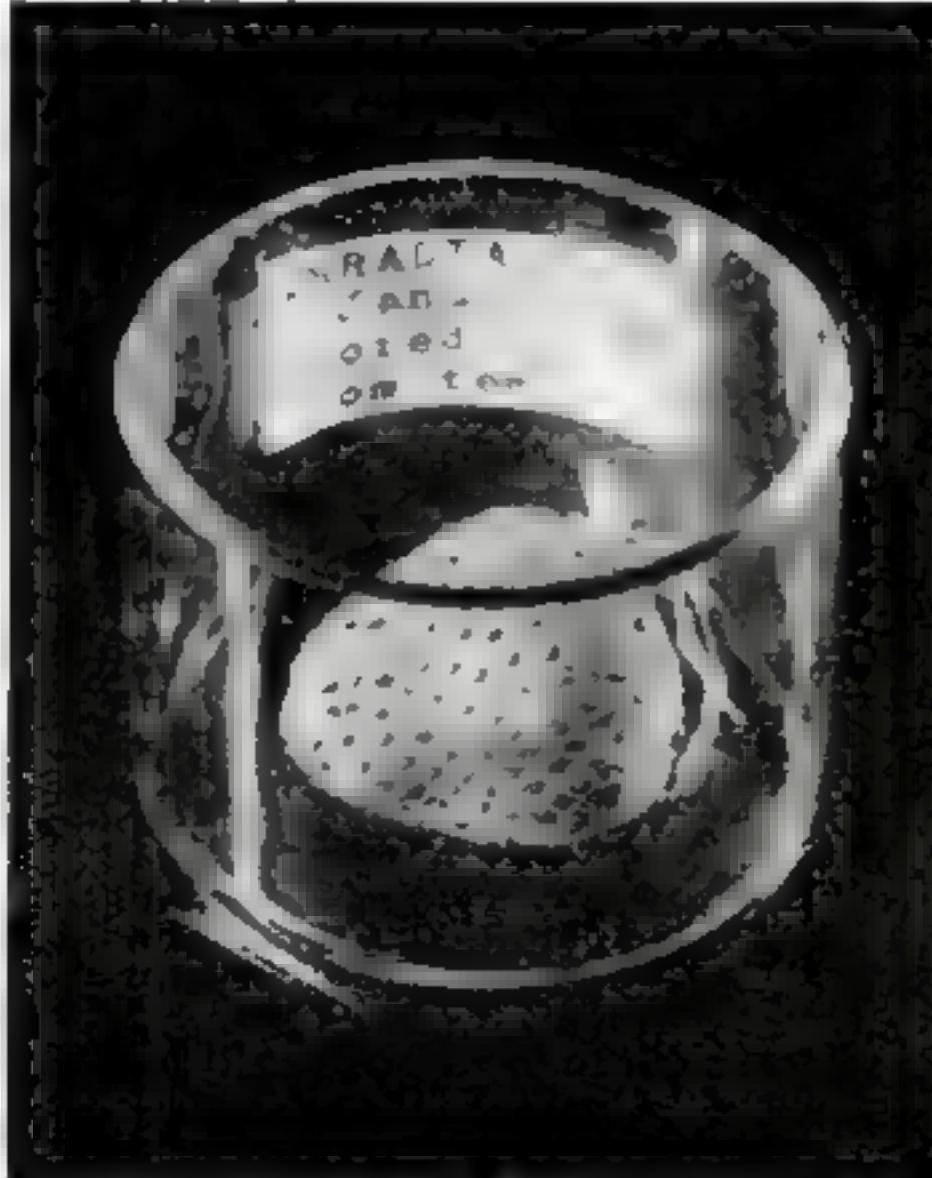
Effects of the capaciton's beam can be changed by varying the dose of electrons. Brasch and his associates have found that weaker bursts of electrons destroy the reproductive powers of germs without killing them. Since vaccines are merely weakened or dead germs, these sterile germs might be used to make vaccines which are unusually safe and predictable. Another medical application of the capaciton may be in the treatment of cancer. The capaciton's electron beam concentrates its greatest power beneath the surface of objects which are under bombardment so it could be used to treat deep-seated cancers without seriously damaging the healthy tissue above and around them.



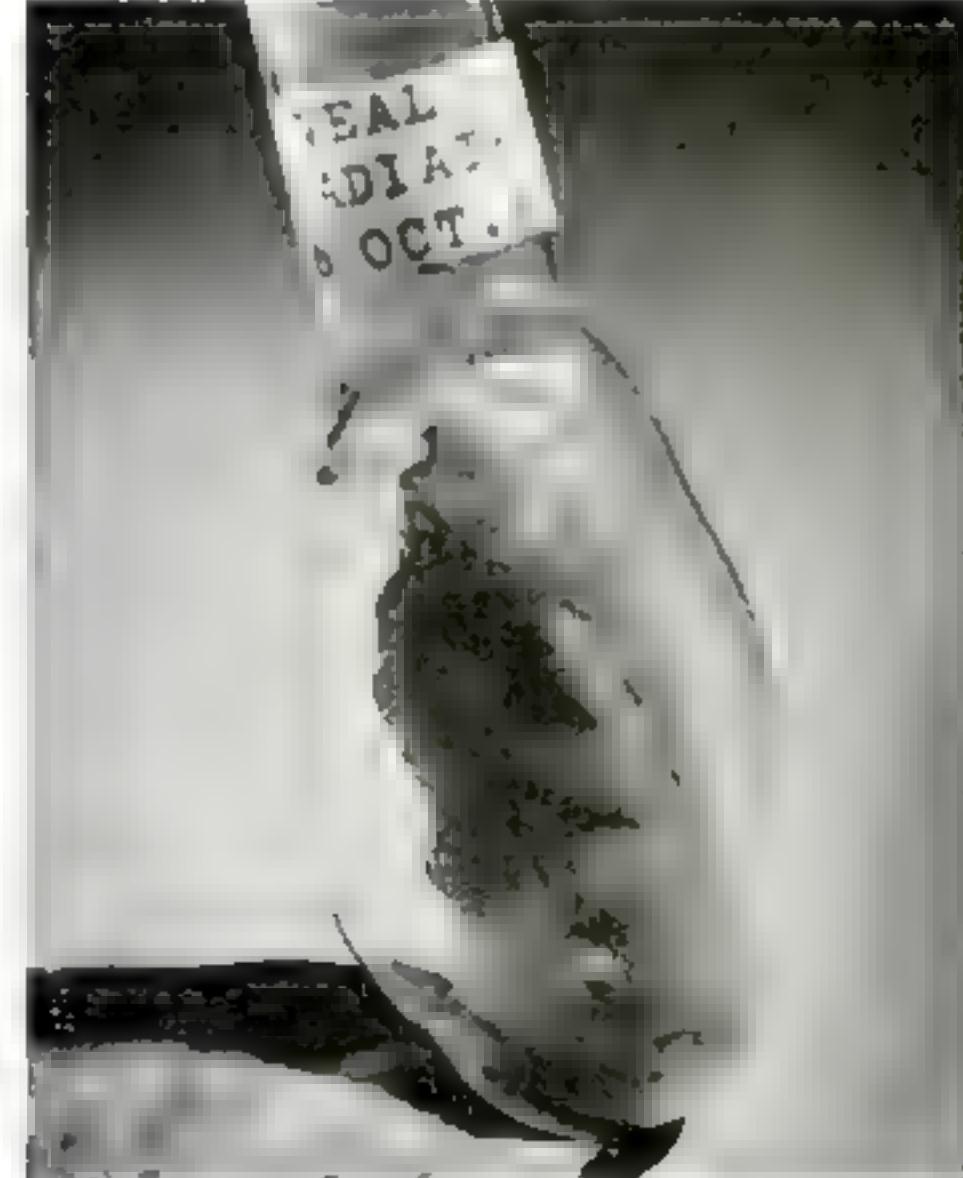
INSIDE THE CONCRETE SHIELD THE ATOM SMASHER'S DISCHARGE TUBE FLASHES SIX-FOOT ELECTRON BEAM



IRRADIATED MILK (left) is preserved while unirradiated sours. Process works better with other foods.



STRAWBERRY irradiated in a sealed capsule is still fresh and juicy after six weeks at room temperature.



RAW VEAL is still in original condition four months after it was exposed to electron beam inside a capsule.

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FOR BOYS AND GIRLS

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PARENTS...win the battle of the budget with stylish, long-wearing Weather-Birds! They have extra reinforcements in vital parts, and special fitting qualities. Demand Weather-Bird Shoes...because "it takes real leather to stand the weather."

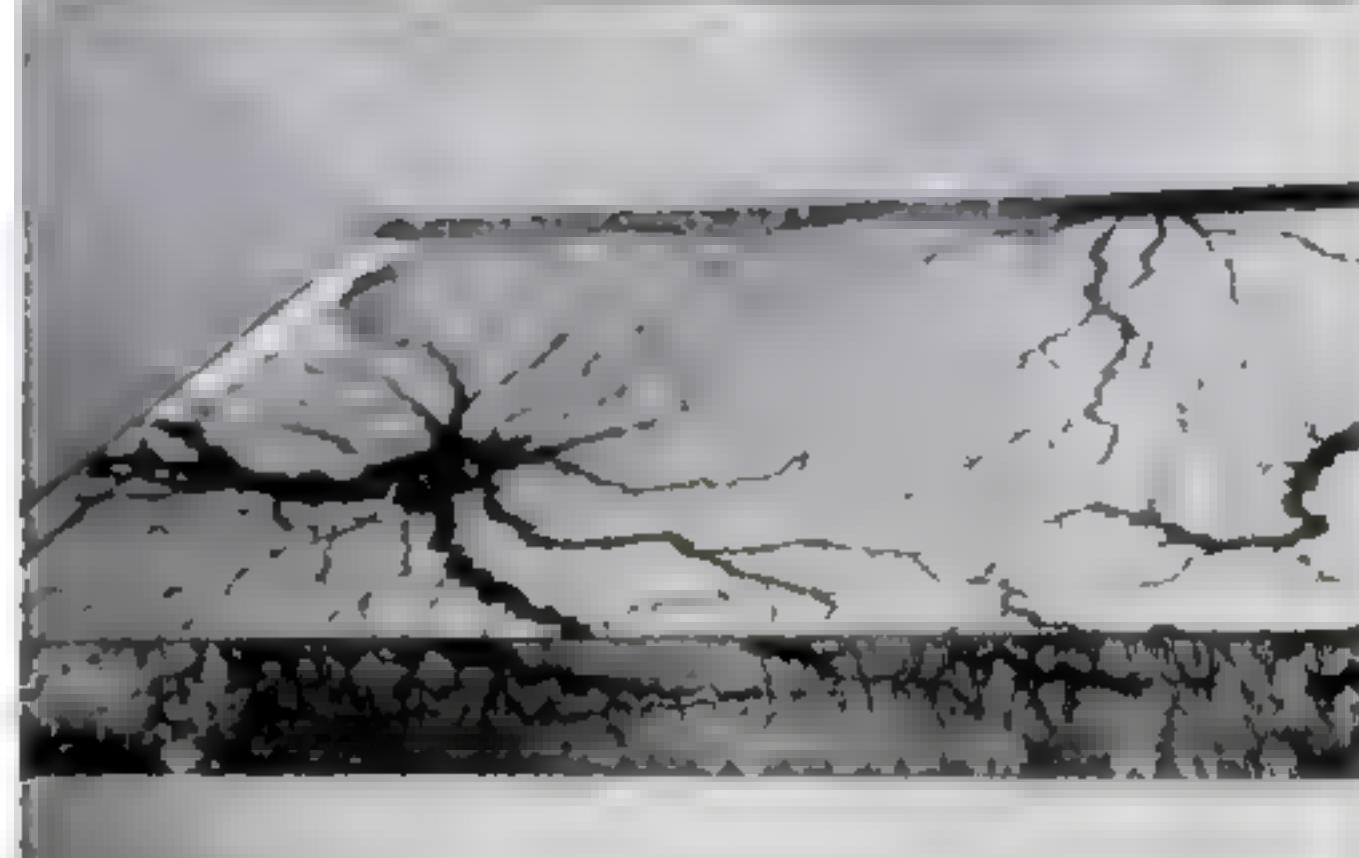


Weather-Bird Shoes

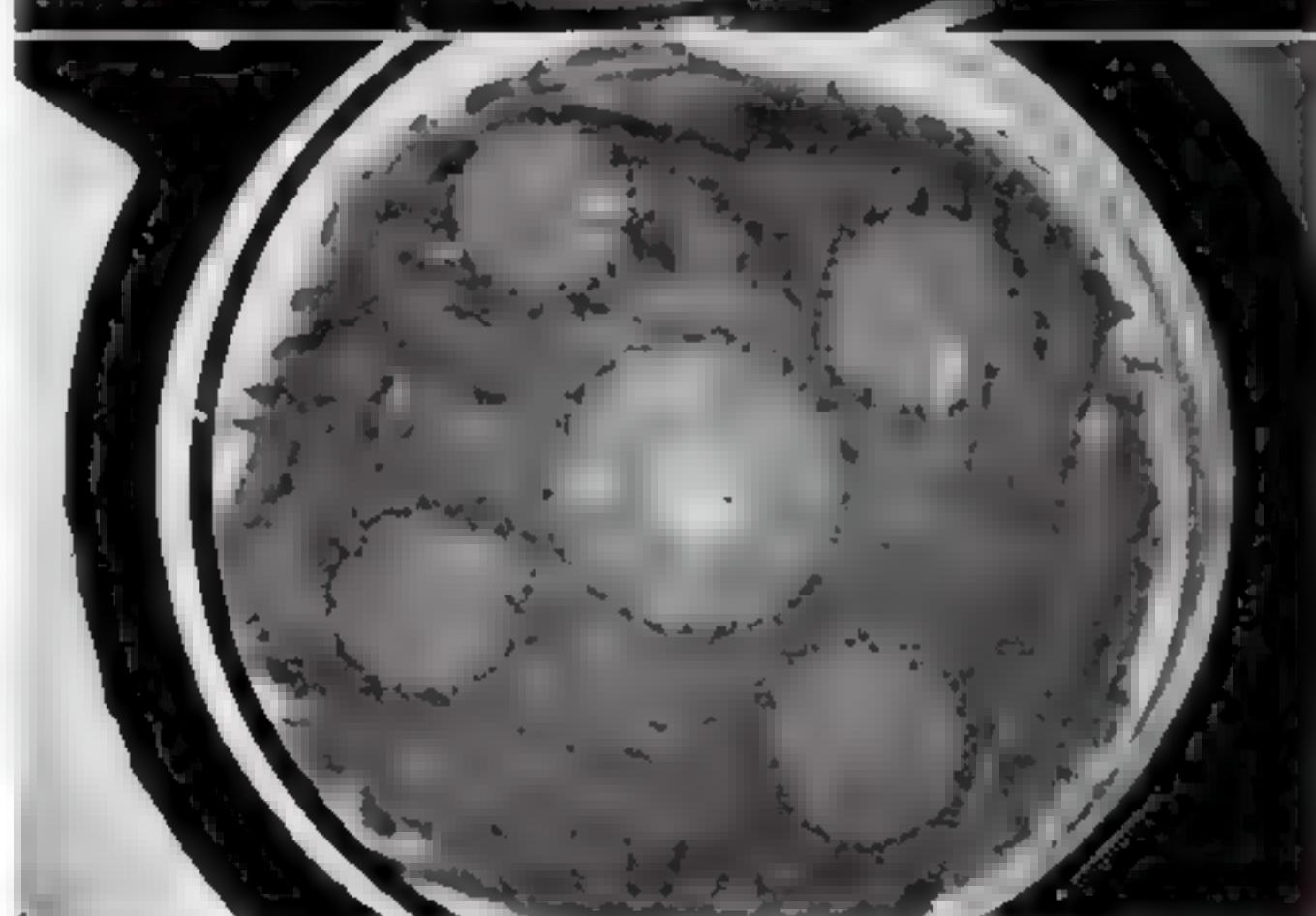
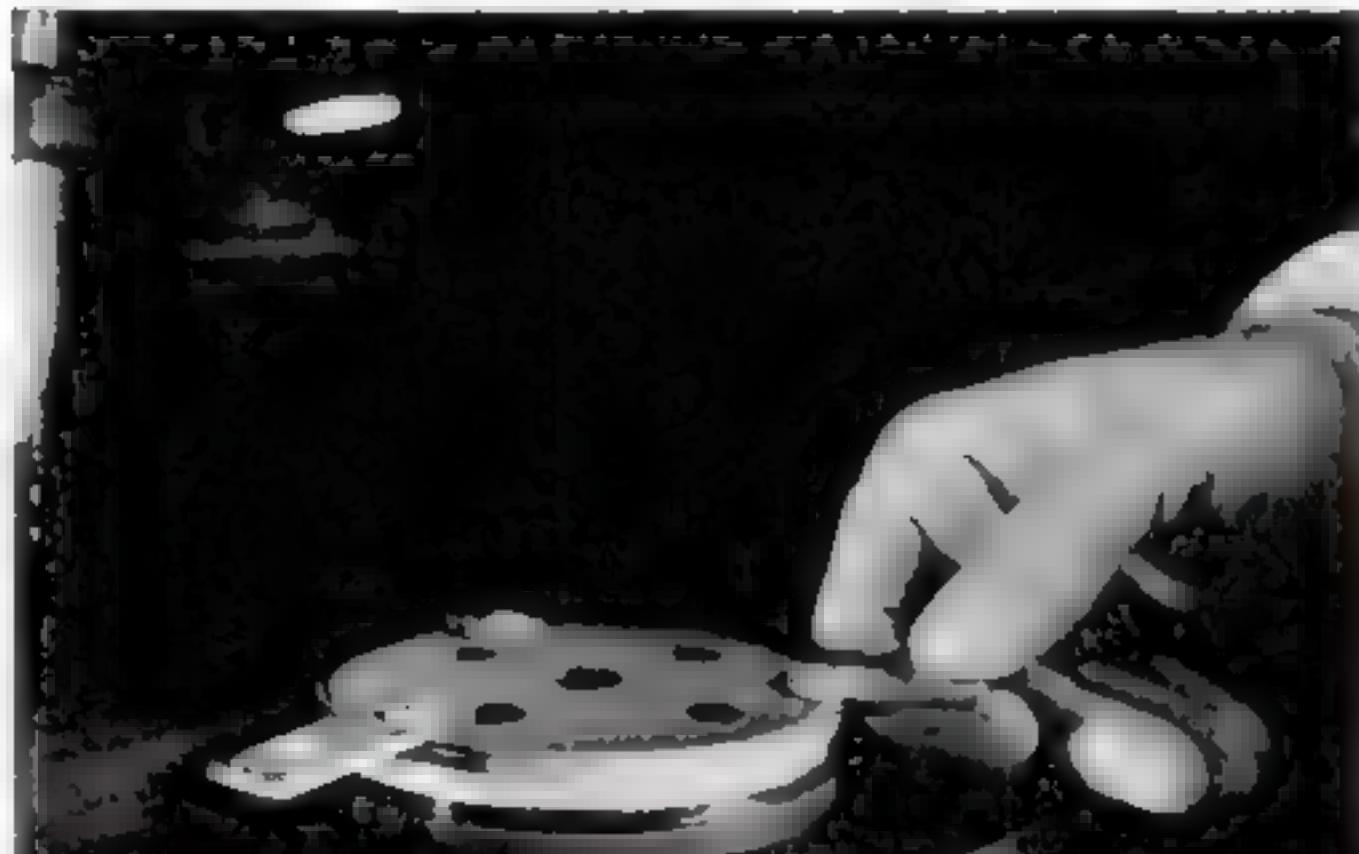
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BOMBARDING OF PLASTIC demonstrates that electron beam has greatest effect beneath surface, a characteristic of the capaciton which may make it a valuable instrument for treatment of cancer. Above: plastic is placed under discharge tube. Below: plastic is shattered inside but smooth on the surface.



BOMBARDING OF BACTERIA shows lethal effects of the capaciton beam. Above: an agar culture of bacteria is placed under the discharge tube and covered with a lead shield with holes in it. Below: pattern of holes is repeated in culture where the unshielded bacteria have been killed by the beam.

Plump Tree-Ripened Florida Oranges...all

SQUEEZED

at the peak of deliciousness!



**The Juice you love—the
Juice you need...in handy cans
all ready to serve.**

• FLORIDA HAS DONE IT! Just taste it. You'll be delighted. Yes, Florida has discovered how to give you your daily orange juice with that matchless taste of freshly squeezed fruit fully ripened on the tree.

The squeezing of the juice has all been done in Florida. It's in handy cans all ready to serve. So there's not a single day in the year—not a moment in any day—when you can't enjoy the deliciousness, and vitamin-rich healthfulness of Florida orange juice!

...and what a *Helping Hand*

in saving you trouble
in saving you cash
in sharpening appetites
in fighting colds, dangerous germs and fatigue
with abundant VITAMIN C.



Try ALL these
healthful
Juices and Fruits

Florida Canned Grapefruit Juice
Orange-Grapefruit Blended Juice
Canned Grapefruit Sections

Canned



FLORIDA ORANGE JUICE

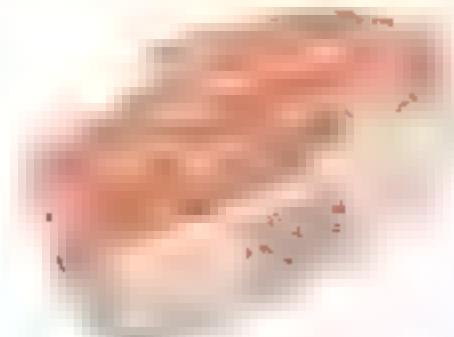
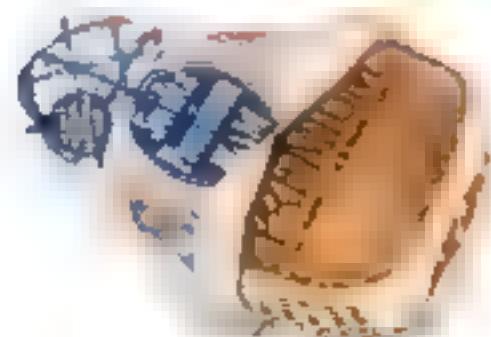


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without a
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These Swift Quality Foods are representative of the excellence of all products bearing the name Swift . . . now as always the finest of their kind.



Every product bearing a Swift brand name lives in a spotlight of continuous scrutiny at Swift & Company. It is watched over, examined, checked and rechecked by scientists, technicians and food authorities through every moment of its existence.

What is true of one product in the Swift family of branded foods is true of all of them. All are constantly being improved through every resource known to science and many noteworthy contributions to better nutrition and better flavor are constantly being made.

The addition of tender beef to Prem is an example of this. When first introduced 8 years ago, Prem's splendid formula won instant approval. But Swift & Company's perfection-minded people kept looking for a way to make it still better. Their efforts were successful beyond any expectations. For tender beef gave Prem better flavor and better texture, too. American homemakers preferred the new Prem, 3 to 1.

Yes, literally turning a product inside out is nothing new at Swift & Company. Swift's Premium Ham and Bacon, Swift's branded Fresh Meats, Swift's Brookfield Sausage, Prem and Allsweet Margarine—to mention but a few—are subject to tests and controls almost without end. And Swift's expert buyers, processors, home economists, scientists and technicians—all have contributed to the high development of every Swift food product.

So look for products branded "Swift's Premium" and "Swift's Brookfield" at your dealer's store. Serve them often to your family. You'll quickly appreciate why they are recognized the nation over as "the finest of the fine."

Swift & Company

food purveyor to the nation



SWIFT'S MEATS FOR BABIES



SWIFT'S PREMIUM LAMB



This Swift Quality Seal identifies a family of food products which you can buy with complete confidence that each is the finest of its kind. All of Swift's resources, its 61 years of experience, the technical skills of its great laboratories and test kitchens stand behind this pledge.

Doctors Prove 2 out of 3 Women can have Lovelier Skin in 14 days!

"It's true!" reports Mary Connolly of San Francisco. "The 14-Day Palmolive Plan really worked for me! You need just one quick look at me to know it. Why, when I look in my mirror now, I can hardly believe that only 11 days ago, my complexion was coarse-looking, dull and oily!"

"In 14 days, the change in my complexion was definite—noticeable! And I'm only one of many. You know, 36 doctors—leading skin specialists—tested the Palmolive Plan on 1285 women and proved it can bring a lovelier complexion to 2 out of 3... in just 14 days!"

YOU, TOO,
may look for these
skin improvements
in only 14 days!

Less Oily—Clearer
"Less oily," Clara Duncan of Chattanooga reports. "Excessive oiliness often causes skin blemishes. Look what I did this year to my skin! I'm Palmolive Plan helped to remove oiliness from my skin."

Less Coarse-looking—Smoother
"Skin is smoother," says Mrs. E. C. Clark of Toledo, Ohio, who found that the 14-Day Plan helped to make her skin look smoother. See what Palmolive can do for you.

Fewer Tiny Blemishes
"The blemishes disappeared after I followed the 14-Day Palmolive Plan. My complexion improved a lot," reports Elizabeth M. Goss of Portland. The doctors said you're one of the women just beaten in the skin race."

Fresher, Brighter Color
"Skin is fresher, looks more alive," says Bessie Long of Beaumont, Texas, testing the 14-Day Palmolive Plan. The 14 days spent this summer resulted for her skin that "Start your Palmolive Plan today!"

P.S. For Tub
For Shower
Get the
New, BIG, Thrifty
Bath Size Palmolive!



Here's all you do!

- 1 Wash your face with Palmolive Soap!
- 2 Then, for 60 seconds, massage with Palmolive's soft, lovely Lather. Repeat.
- 3 Do 1, 2 & 3 three days for 14 days. This means greater skin softness or "soothing" and a full beautifying effect.

DOCTORS PROVE
PALMOLIVE'S BEAUTY RESULTS!



SCENE OF TRAGEDY is the Keller family's backyard. Standing with a neighbor, Joe Keller (Ed Begley, left) and his wife (Beth Merrill) miserably await the return of

their son Chris, who fled into the night after learning his father had shipped faulty war materials that caused 21 pilots to die. Chris's fiancee watches from the window.

"ALL MY SONS"

Talented young dramatist writes the season's first serious hit about war's aftermath

The first serious war play to find favor at the Broadway box office this season is *All My Sons*, a drama of retribution set in a suburban backyard. On one side of its conflict is a cheating war contractor whose desire to make money for his family caused him to ship defective airplane engines. On the other is his son, an idealistic war veteran who condemns this money-loving "practicality" as murder.

All My Sons, which is performed by an excellent cast, is

crammed with lacerating scenes of personal conflict. More than that it is a play which deals with important things: idealism vs. practicality and duty to society vs. duty to family. Though Playwright Arthur Miller loads the dice in favor of idealism and society, he proves with this genuinely good play that he is both a craftsman and a thinker. Some critics consider him the most stimulating new playwright to hit Broadway since the debut of Clifford Odets 12 years ago.



ARTHUR MILLER, 31, has written a flop play, *The Man Who Had All the Luck* and a good novel, *Focus*.

HEARING-AID USERS!

-Get "All Four" with



1. BETTER HEARING LONGER. Proper full-volume hearing, with less frequent power fading, due to exclusive flat-cell construction.

2. FEWER BATTERY CHANGES. Size for size, the longest-lasting "B" batteries in the world.

Get "Eveready" "Mini-Max" batteries from your hearing-aid dealer.

3. THINNER, LIGHTER, MORE COMPACT. Makes your hearing aid easier and more comfortable to wear.

4. SAVES YOU MONEY. Here is the most economical "B" power you can buy.



ULTRA-SMALL hearing aids (new sets with amplifier and batteries in one unit) and others with clips for two-unit instruments are designed around these "Eveready" batteries. #412-E "B" battery at left, smaller than a box of safety matches, delivers 22½ volts. (Similar "Eveready" 15- and 30-volt types also available.) "Eveready" "A" battery (#1016-E) matches "B" battery in size.

THESE NEW small "Eveready" batteries can be used with all existing vacuum-tube instruments employing 22½- and 30-volt separate plug-in "B" batteries. Ask your hearing-aid dealer about them. The 30-volt "Eveready" "B" battery (shown at left) is #430-P and the companion "A" battery (right) is #1040-P. The same high "B" capacity is also available in 22½ volts.



FOR OTHER modern hearing aids of the single-unit or double-unit type, this "Eveready" #420-E "B" battery delivering 22½ volts and this "Eveready" #1035 "A" battery offer excellent long life and economy. (15- and 30-volt "Eveready" "B" batteries are also available.)

The registered trade-marks "Eveready" and "Mini-Max" distinguish products of

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Unit of Union Carbide and Carbon Corporation



Send FREE new booklet, "Progress Toward Better Hearing." (Use coupon or write Dept. 1-5.)

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City _____ State _____

"All My Sons" CONTINUED



A WORRIED MOTHER describes to her husband and son Chris (Arthur Kennedy) her fearful dreams about her younger son, a pilot missing in the war. Her fears deepen when the tree she planted for him is broken by wind.



A BITTER VISITOR to the Kellers is George Deever (Karl Malden). He has just learned that Joe Keller, his father's partner, had shifted blame for shipping defective materials onto George's father, who is serving a jail term.



BITTERNESS IS FORGOTTEN for a short time when clever Mrs. Keller makes a great fuss over George Deever and restores his good humor by recalling old times. George's sister Ann (Lois Wheeler, right) is engaged to Chris.

CONTINUED ON PAGE 74

About Rosalie...who started from scratch...



NOW ROSALIE HAD...



MAGNETIC EYES...



A SENSATIONAL SMILE...



AND LOVELY LEGS!



BUT IN SPITE OF ALL THIS,
ROSALIE WASN'T DOING SO
COSILY, AND HERE'S WHY...



HER HANDS WERE SO
DRIED OUT AND ROUGH
THAT THEY SCRATCHED
LIKE A PUSSY CAT!



RESULT? HER BEAUX
FELT DISAPPOINTED AND
LET DOWN — AND SO
DID SHE!



THEN ONE DAY SALLY LEE
TOLD ROSALIE ABOUT AN ENTIRELY
NEW AND DIFFERENT HAND
LOTION! THE BEFOREHAND
LOTION... TRUSHAY!



SO ROSALIE SMOOTHED
CREAMY, FRAGRANT TRUSHAY
ON HER HANDS BEFORE
SHE TACKLED DISHES... BECAUSE
TRUSHAY GUARDS HANDS
EVEN IN HOT, SOAPY WATER!



AND SHE ALSO PUT
TRUSHAY ON HER HANDS BEFORE
SHE LAUNDERED HER
PRETTY-PRETTIES! AND TRUSHAY'S
SPECIAL "OIL-RICHNESS" HELPED
PREVENT DRYNESS AND ROUGHNESS.



WELL, ROSALIE IS DOING
QUITE COSILY NOW... FOR TRUSHAY
IS KEEPING HER HANDS
SOFT AND SMOOTH... THEY'RE
NOT SCRATCHY ANY MORE.

TRUSHAY



The "Beforehand"
Lotion

PRODUCT OF BRISTOL-MYERS



P. S. Trushay's grand for softening hands at any time. Wonderful, too, for rough, dry elbows
and heels... as a powder base... before and after exposure to weather. Trushay contains no
alcohol, is not sticky. Begin today to use Trushay.



SON STRIKES FATHER in play's most dramatic moment. Chris Keller becomes crazed with anger when he discovers his father's guilt. His father tries to justify his actions by saying that he wanted to make money for his sons.



FINAL TRAGEDY comes when Joe Keller hears that his missing son actually committed suicide when he learned of the scandal involving his father. Hearing a shot, Chris rushes into the house. His father has killed himself.

P.A. means Pipe Appeal

No wonder he gets a royal welcome! He has the distinctly masculine appearance of men who smoke pipes. That appeals to women...as mild rich-tasting Prince Albert appeals to pipe smokers!

means Prince Albert

• And Prince Albert means real joy and comfort in your pipe! There's no tobacco like crimp cut P.A. for rich, satisfying flavor...yet it's mild and easy on your tongue. Prince Albert is specially treated to insure against tongue bite! No wonder more pipes smoke Prince Albert than any other tobacco. Try P.A. today!

R. J. Reynolds Tobacco Company
Winston-Salem, North Carolina

FOR ROLL-YOUR-OWN CIGARETTES—
CRIMP CUT PRINCE ALBERT SPINS UP
FAST AND EASY...SMOKES RICH,
TASTY, AND COOL

THE NATIONAL JOY SMOKE

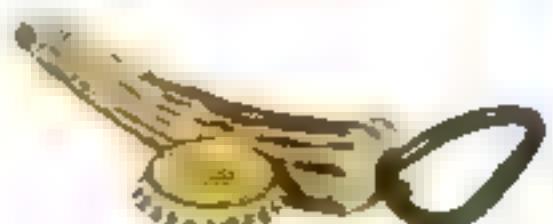




*No brewer has ever discovered
a substitute for Good Taste*

Ideals of the Founder VALENTIN BLATZ, 1826-1894
Master Brewer, son and grandson of Master Brewers

Blatz
BREWER OF BETTER BEER...





I never thought I'd get married

IT LOOKED as if I weren't meant to get married.

I happened to grow up at the wrong time — just as the few young men in our town went off to war. And with my brother gone the family needed me — so I couldn't get away. Oh, there were lots of girls like me.

We'd play bridge together and go to the movies. And we'd walk a little faster past wedding gown displays, or mode rooms, or the gleaming silver in jewelers' windows.

But you never know when you'll turn a corner — and everything changes. Our my brother came home from occupation duty ... and brought Bill.

These last few months have been strange and magic as a dream. So much has happened

Bill's diamond on my hand — the adventures of apartment hunting — the heart come home joy of choosing our International Sterling pattern together.

I know now why owning the finest silver always makes brides starry-eyed. And why I think of my own International Sterling as family silver — beautiful, lasting as the memories that will come to surround it.

And even though our first home may not be as big as later ones, none will have more character — the character that comes from having everything right.



When you're choosing your income table

silver, ask to see the lovely artist designed International Sterling patterns.

Good news is that prices of famous International Sterling have not been raised. The money you've set aside still buys these distinctive signs the workmanship and weight of silver.

Begin, if you like, with individual place settings, 6-piece setting includes knife, fork, teaspoon, salad fork, cream soup spoon and butter spreader. Settings as little as \$1.50.

All patterns on this page are made by the International Silver Company in the U.S.A.

• • •
TUNE IN to *The Adventures of Ollie and Harriet* Sunday evening 6 o'p.m. E.S.T., Columbia Broadcasting System.

Copyright 1948 The International Silver Company, Meriden, Conn.

International Sterling

Wonderful news! Your dollars for silver will still buy you just as much superb International Sterling as you'd planned on! Prices have not been raised.



FINISHING TOUCH to Ann Seidenglanz' party ensemble is a dab of perfume placed daintily behind ear.

DAD HAS HIS DAY

Texas schoolgirls invite fathers to come and be dates for a day

Every February around Valentine's day the girls of The Hockaday School at Dallas, Texas invite their fathers to a Dads' Day. Honor bound to behave not like fathers but like dates, the fathers come bearing candy and corsages. The older girls Hockaday runs from primary school up through junior college—greet their dates with reserve and poise. But the younger ones give way to pigtailed ecstasy because, as it does for 9-year-old Ann Seidenglanz (shown on this page), Dads' Day means their first big party, their first long party dresses, perfume and even a bubble bath (see cover).

Last month's Dads' Day was a wild success. The doting fathers were rushed through a program of volleyball, hamburgers and dramatic skits in the afternoon and a big party in the evening. The daughters took liberties with paternal dignity, making their fathers wear cardboard crowns and undergo initiation. The fathers who were initiated into the Latin Club had to answer classical questions. One father, asked how Julius Caesar parted his hair, answered, "In the middle." The daughters whooped gleefully told him that Caesar was bald.



ESCORTING FATHER, Ann (left) and her sister Pat, 13, leave their house for the big party at the hotel.



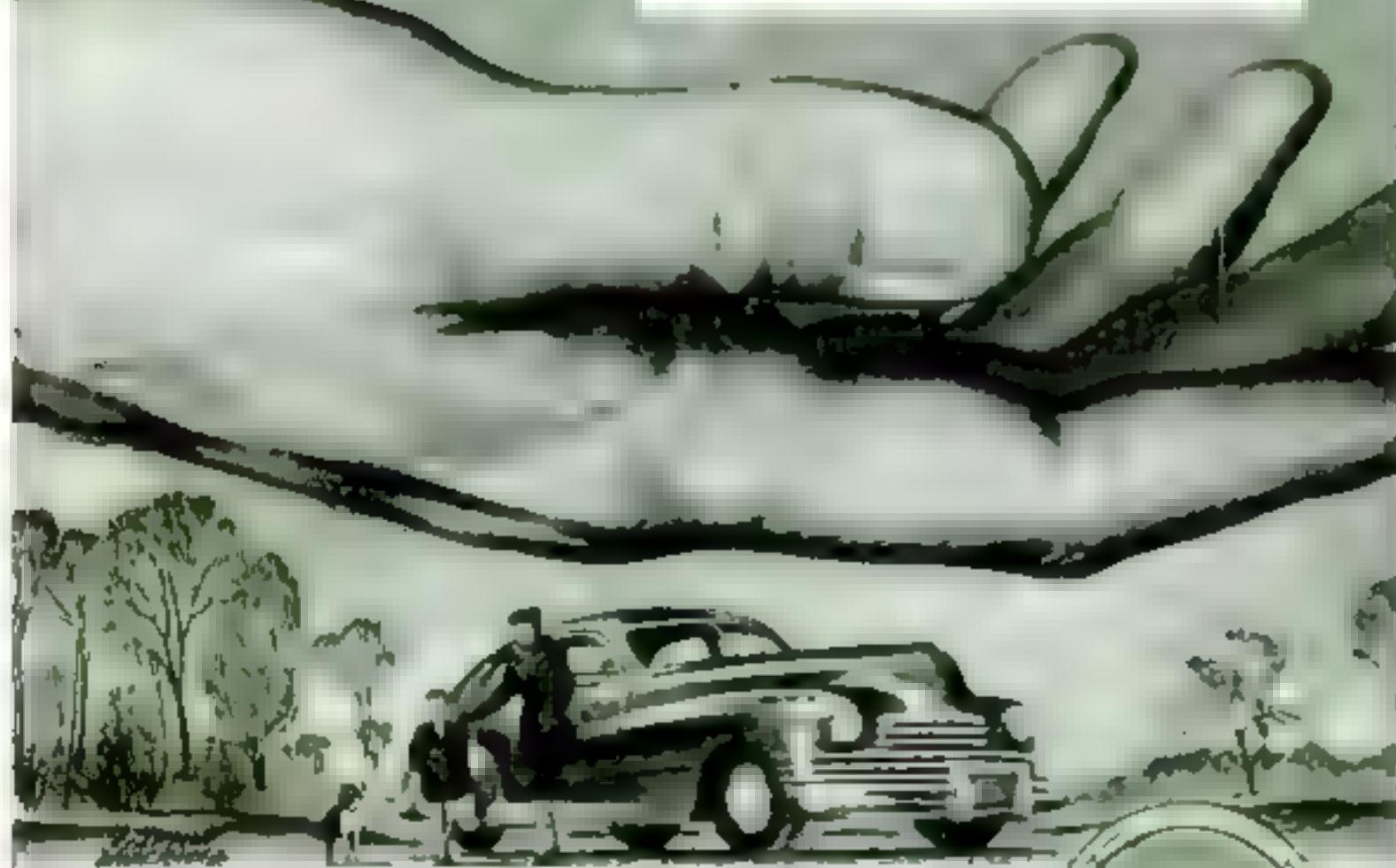
IN HER PETTICOAT Ann Seidenglanz tries hard to stand still while her mother brushes out her long brown

hair, which has never been cut. After this her hair was braided and roses were fastened to it with rubber bands.

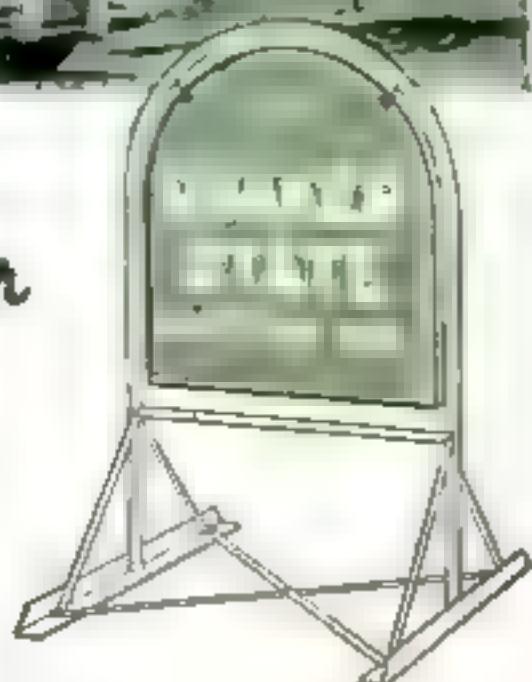
Beginner's Luck!



If you find this lucky clover key tag in your new car, thank the dealer who put it there to wish you luck. Its reverse side carries his friendly reminder to keep your smooth-running new motor dependably lubricated with Quaker State Motor Oil. But if you haven't a lucky tag, and your car isn't new—better make doubly sure to insist on premium-quality Quaker State to help you keep "rolling in luck"!



It's a lucky day for your car when you change to Quaker State Motor Oil!



QUAKER STATE OIL REFINING CORPORATION, OIL CITY, PENNSYLVANIA
Member Pennsylvania Grade Crude Oil Association



FATHERS POSE with portraits painted by 9-year-old daughters. Although these portraits were done before the fathers arrived, resemblance is noticeable.



FIFTH-GRADE FATHER Estes Mott sits with daughter Jacqueline.



FOURTH-GRADE FATHER William Cox is with daughter Jane Ellen.



SEVENTH-GRADE FATHER Ivan Irwin eyes daughter Betty Jean.



FAMILY FRIEND Roger L. Stephens was invited by Mary Ellen Harper.



HER FATHER ABSENT, Barbara Levy lies on bed and admires gardenia corsage he sent. "Fatherless" girls were adopted by other fathers for evening.

Enjoy Margarine

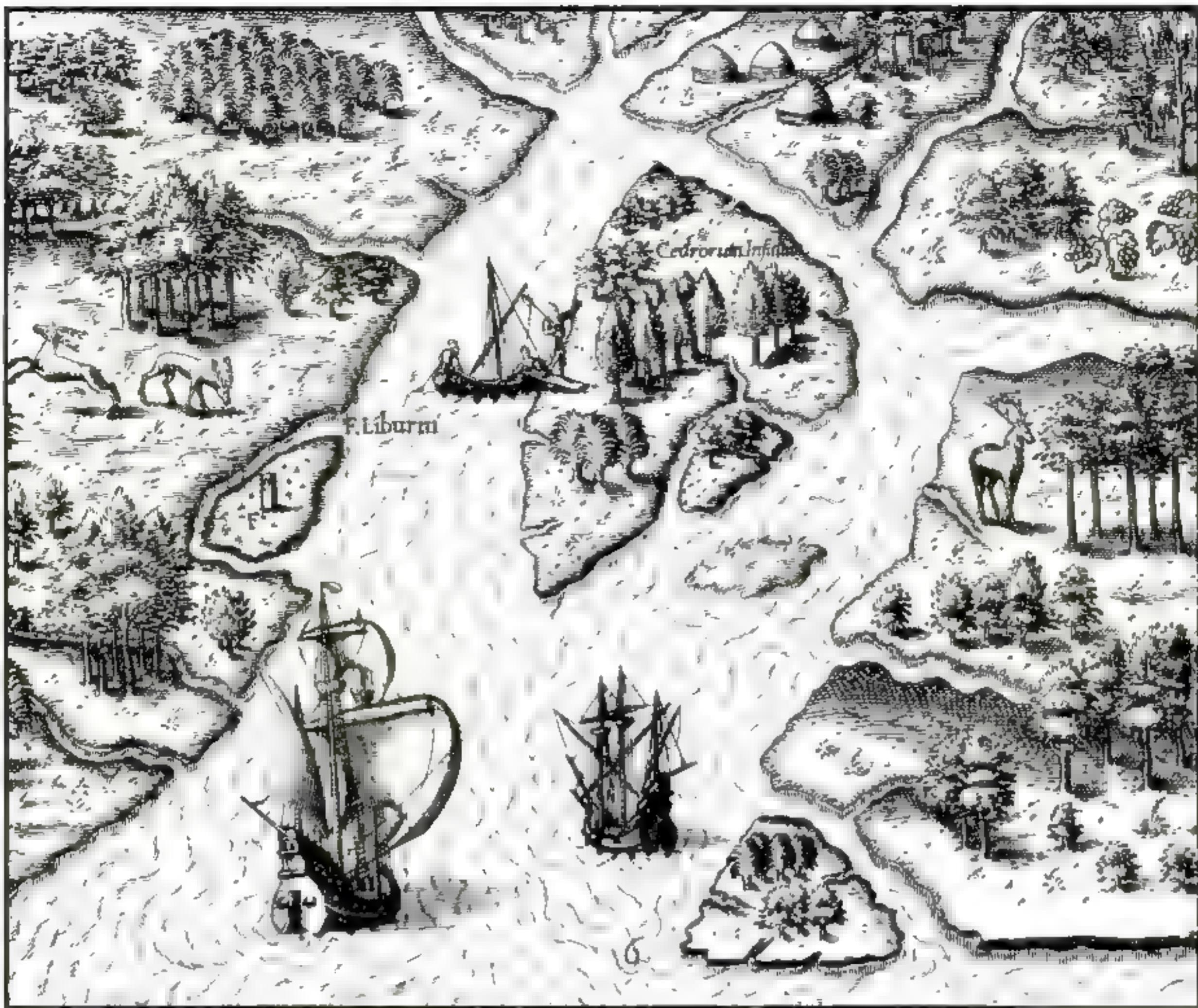
GOOD, GOOD, GOOD!



The piggy bank proves how pennies-per-pound savings add up to dollars-per-year when you use modern margarine. Try its goodness on hot biscuits. It is a highly digestible energy food and a generous supplier of Vitamin A. Its low cost says, "Spread it freely." Its fine flavor says, "Spread it gladly."

Modern U. S. pronunciation—*Mär'jär-in*

WHY THIS PAGE IS YELLOW—It is so you will again ask yourself, "Why can't I get margarine ready-colored yellow the way I want it?" In fact, this yellow color is to remind you that horse-and-buggy legislation dating back to 1886, through heavy taxation and license fees, restricts the sale of margarine colored by the manufacturer. No other food is so discriminated against.



THE FRENCH EXPLORE SKULL CREEK

Le Moyne mapped a stream near Hiltonhead, S.C. where previous explorers had erected a column (island, left) to show French sovereignty.

THE NEW WORLD

New book shows how America looked in 16th Century

Incredible as it may seem in an age which feels that pictorial journalism is a product of its own, some of the early explorations of North America were covered by eyewitness pictures. The men who made the earliest pictorial records of the new land are not well known, and their pictures, until very recently, were virtually unheard of.

Their names were Jacques le Moyne de Morgues, a Frenchman, and John White, an Englishman. Le Moyne came to America in 1564 with an expedition of 300 Huguenots who sailed on the day before William Shakespeare was born. They explored "Florida," which then included virtually all the southern U.S., and planned to prey on Spanish shipping. Actually they alternated between begging the remarkably patient Indians for food and treacherously betraying their benefactors to enemy tribes in an effort to locate America's fabled treasure. Ultimately they were trapped by Spaniards who saw the extinction of Huguenots as their sacred duty. Le Moyne was one of the few who escaped.

John White accompanied Sir Walter Raleigh's first expedition to Virginia in 1585. Working in water color, White painted on the spot, carefully labeling his

pictures. With him was Thomas Hariot, who brought back to England not only crisp, vivid notes but two curious plants that became known as potato and tobacco. White brought his daughter to Virginia on a later expedition and became the grandfather of Virginia Dare, the first child of English parentage born in America.

Both White's and Le Moyne's paintings were subsequently reproduced by Theodore de Bry, 16th Century Flemish engraver. All but one of Le Moyne's originals have disappeared. White's were almost forgotten in the files of the British Museum. This winter Stefan Lorant, picture editor and scholar (*How Lincoln Looked*, LIFE, Feb. 10), published the White water colors and De Bry's engravings of the Le Moyne pictures in a handsome book, *The New World* (Duell, Sloan & Pearce; \$20), which includes accounts by contemporary explorers. *The New World*, which won the 1946 Carey-Thomas Award for creative publishing, gives the U.S. its first authentic look into the teeming, game-rich wilderness and the Indian villages that were America in the 16th Century. On the following pages are White's paintings in color and two De Bry engravings after Le Moyne.



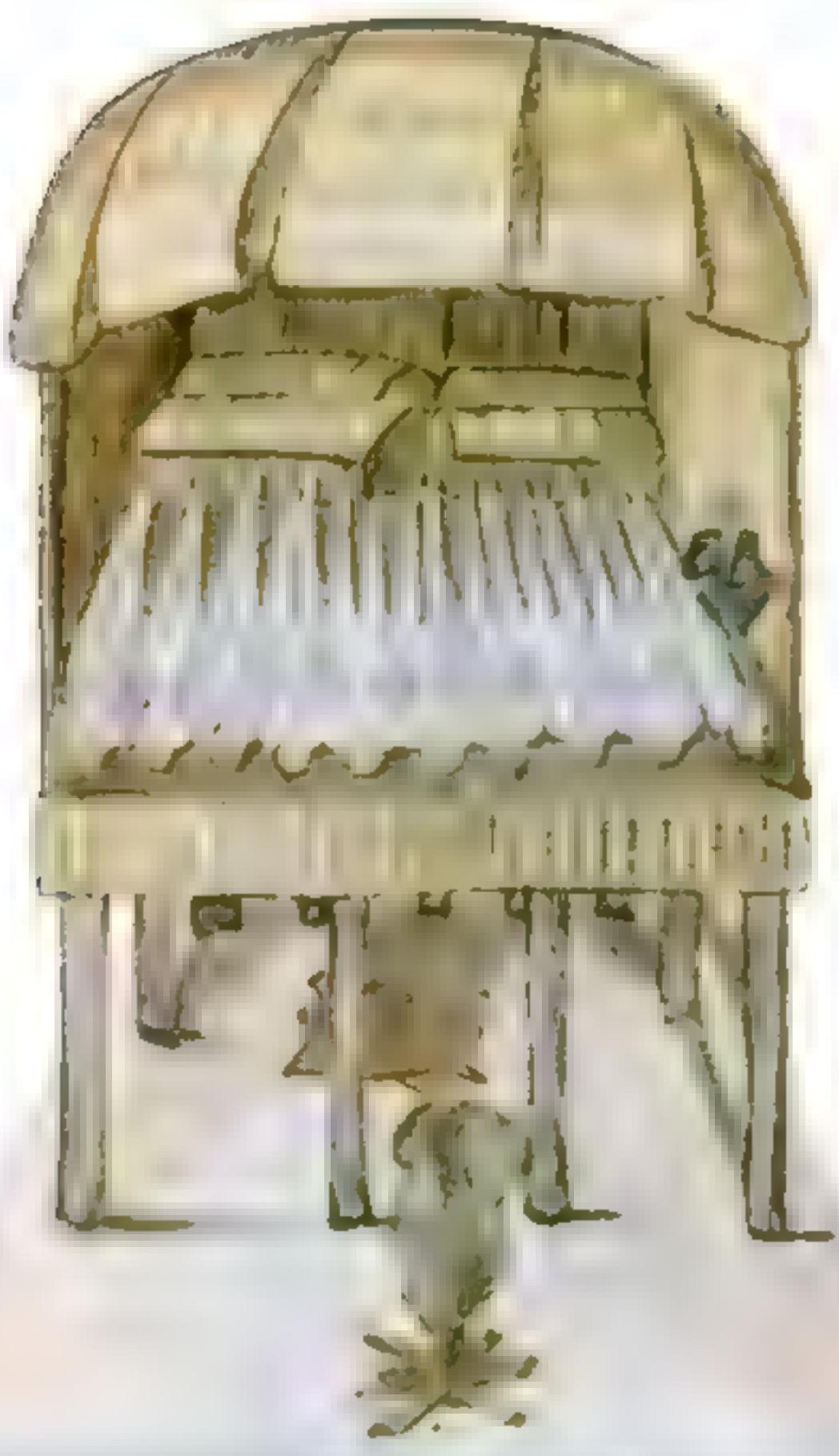
STEFAN LORANT

He is editor and annotator of the book, *The New World*.



HOW THE INDIANS FISHED

One of John White's most vivid water colors, reproduced in *The New World*, shows Indians spearing fish (background), using spears that have been tipped with sharp fish tails. Cage-like device at left is a fish trap. Indians in the dugout-type canoe are cooking fresh-caught fish.



INDIAN CHIEFS' TOMB

The Indians skinned their dead chiefs, dried the skin and bones. They were preserved in a life-like manner on a scaffold guarded by small idol (right).



INDIAN MEAL

At meals men sat on one side and women on the other. Food here is boiled maize, "which has an excellent flavor." The Indians ate very temperately.



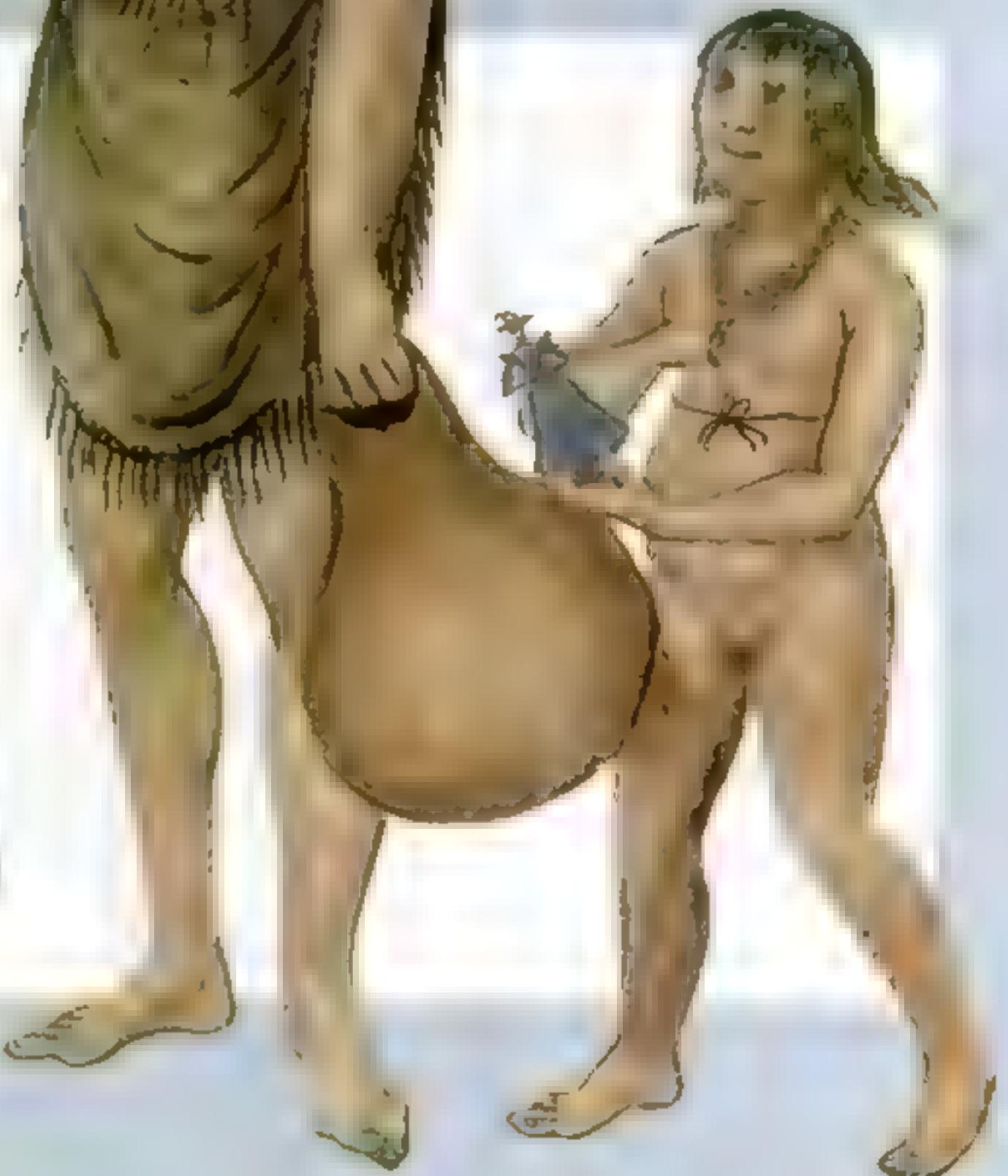
SORCERER

Indian sorcerers shaved their heads and wore black birds and pouches, "use strange gestures . . . are very familiar with devils."



CHIEF'S WIFE

High lady of Pomeiock, a village near present-day Englehardt, N.C., supports an arm in her necklace. Her daughter has an Elizabethan doll which was gift of a colonist.



SECOTA

This is an Indian village. Circle of poles at lower right is where Indians celebrated their solemn feasts. Fire at the left is where they prayed. Mat, where feasts are concluded, is in middle of the main street. Chiefs' tomb (opposite page) is at lower left. The other buildings are houses. Fields at right hold plantings of corn. Little hut in field at top houses a watchman who scares away birds and guards crop from the enemy.



SECOTON.

A ceremony in which persons wearing feathers and skins dance about posts carried on the heads of the men.



FRIGATE BIRD

This seabird may have been sketched during his voyage which took White well into tropical waters.

PLANTAIN

This variety of banana (at left) is larger, starchier than the familiar kind, is still a staple in the tropics.

FLAMINGO

Strange birds, found in profusion, aroused the wonder of the colonists.



BOX TORTOISE

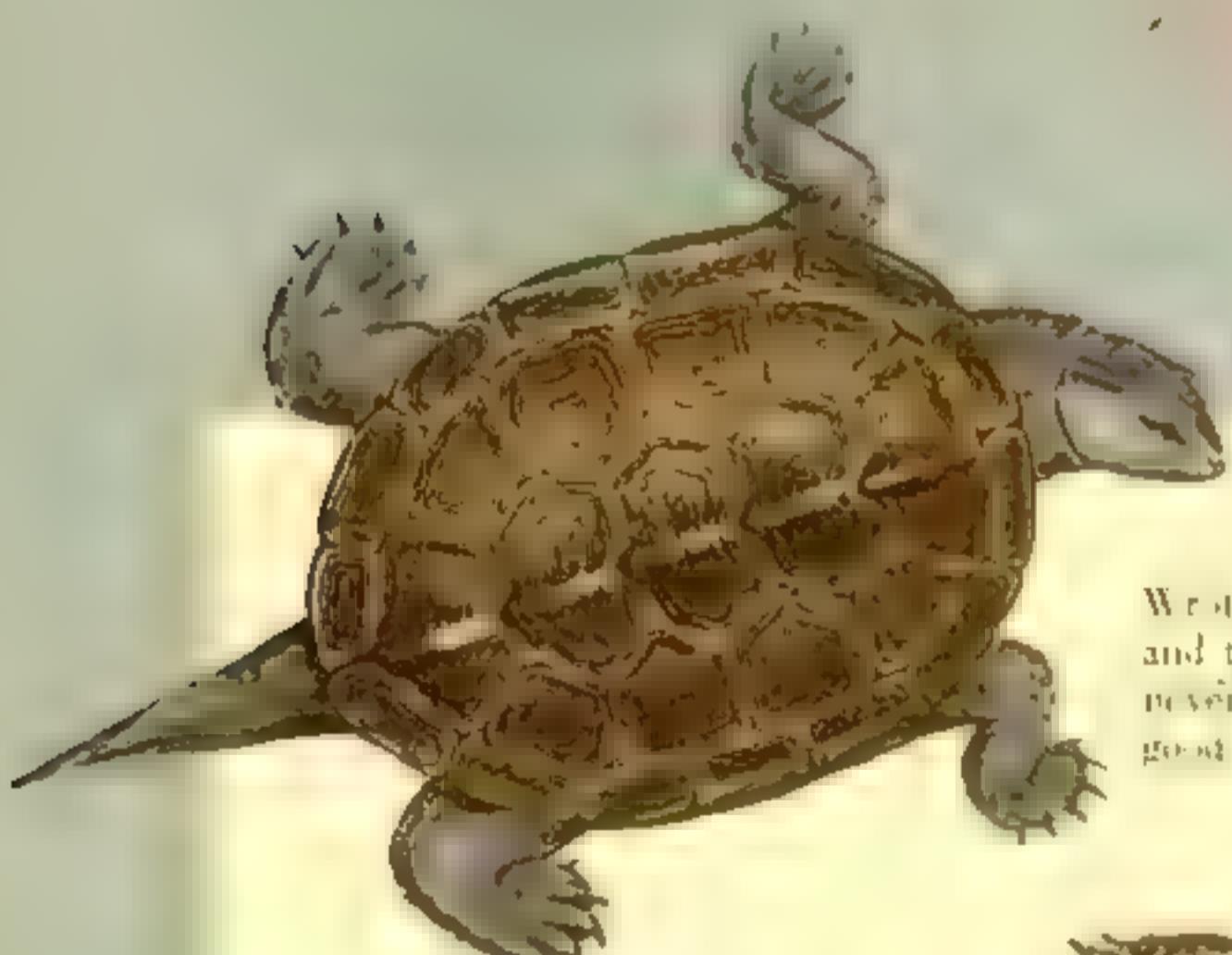
For this picture White wrote own caption: "A land tort which the savages esteem above all other torts."

WARRIOR

This Florida brave is distinguishable from Virginia Indians by costume, paint.

TERRAPIN

White wrote: "Its feet and tails look very ugly... nevertheless they are very good to eat as are their eggs."



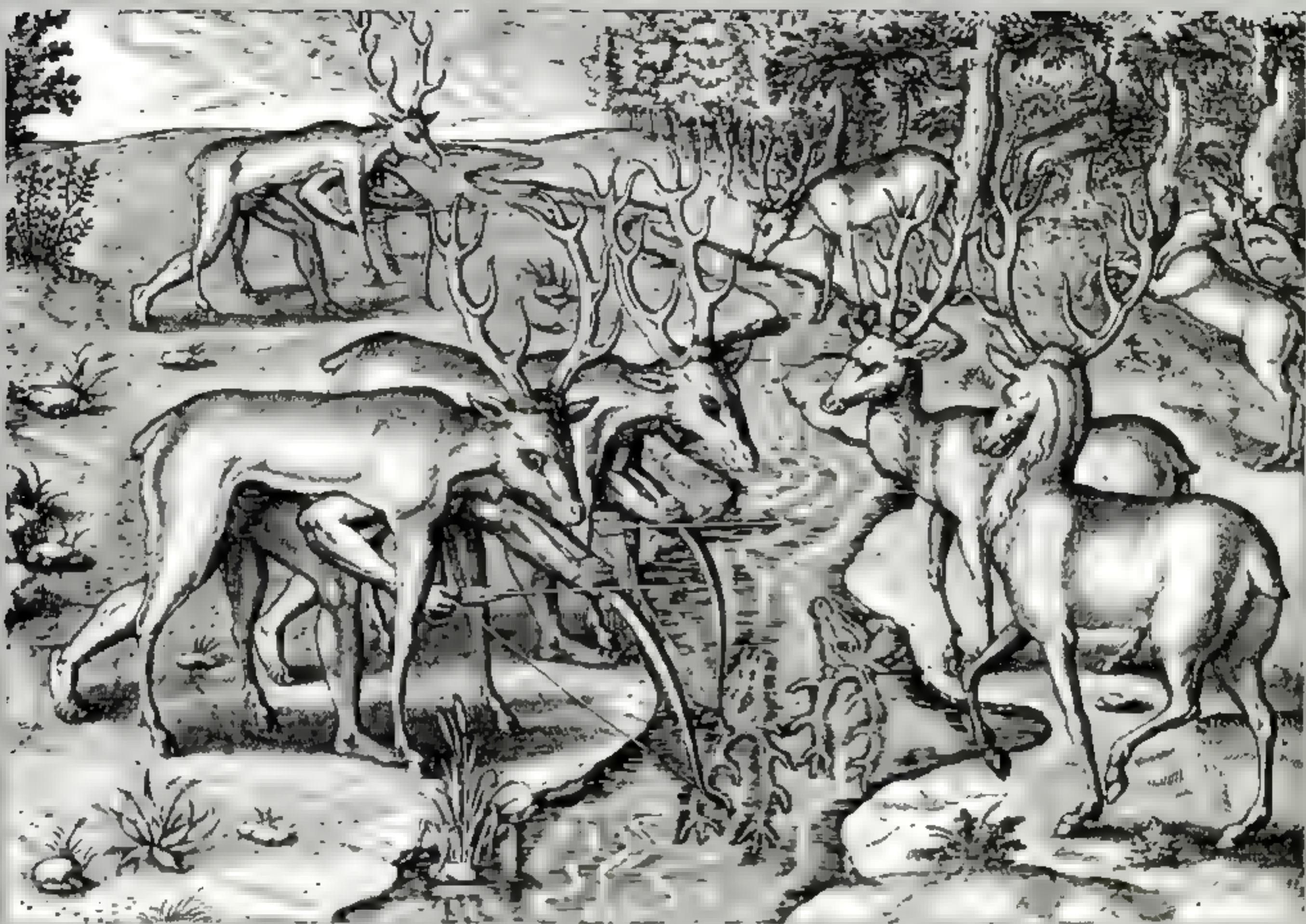
CROCODILE

Natives caught big ones by shoving poles down reptiles' throats.



FLYING FISH

The two-winged flying fish was accurately, delicately painted by White.

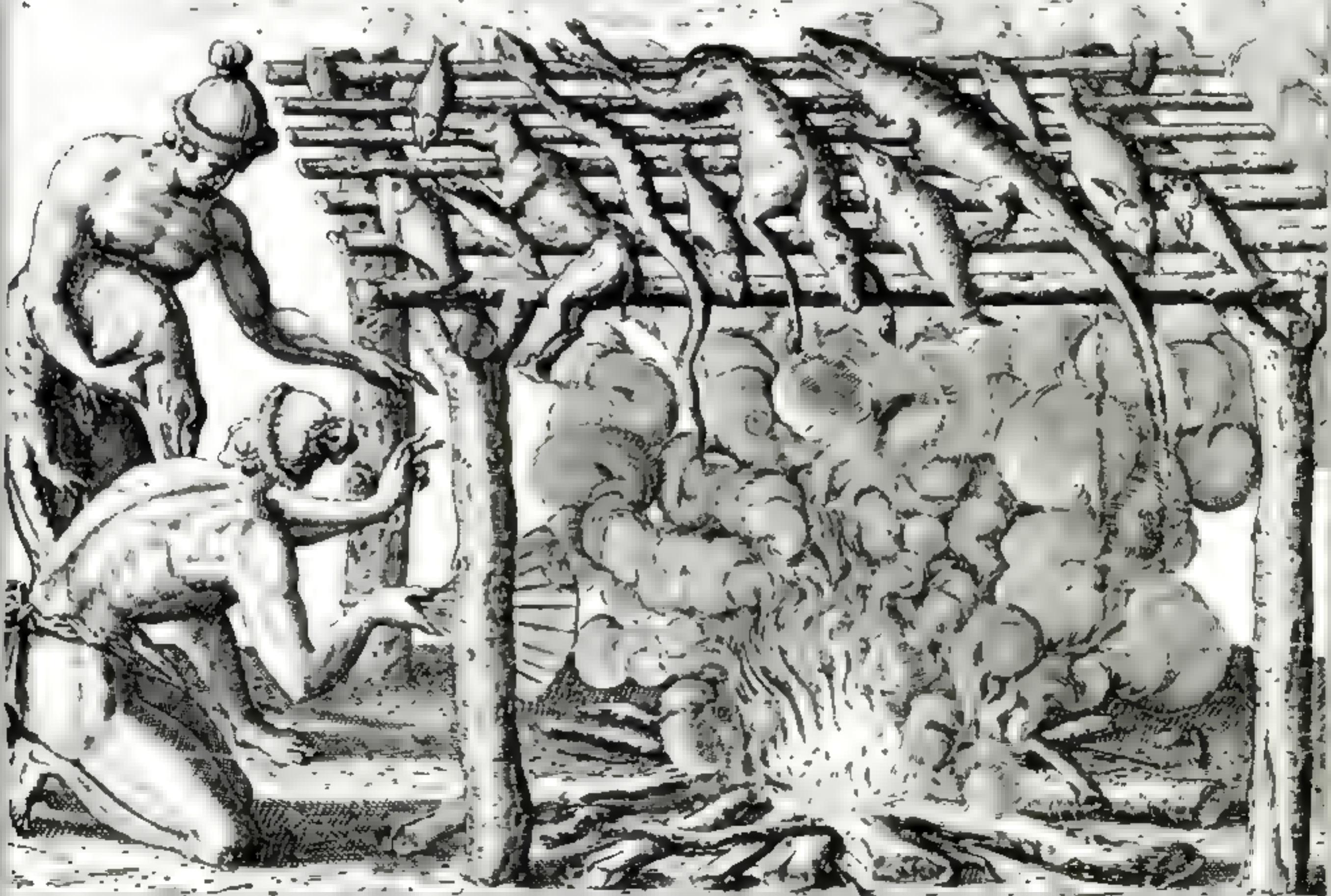


DEER HUNT

This De Bry engraving (above), after one of the lost Le Moyne paintings, shows an Indian hunting technique. Hunters donned deer hides and heads to stalk live deer at watering places without alarming them.

DRYING MEAT

Indians dried meat, fish and other foods by smoking them over a fire. Below are what appear to be a snake, deer, crocodile. Indians kept this dried food for winter use. Their crops were stored in granaries.



"HENRY V"



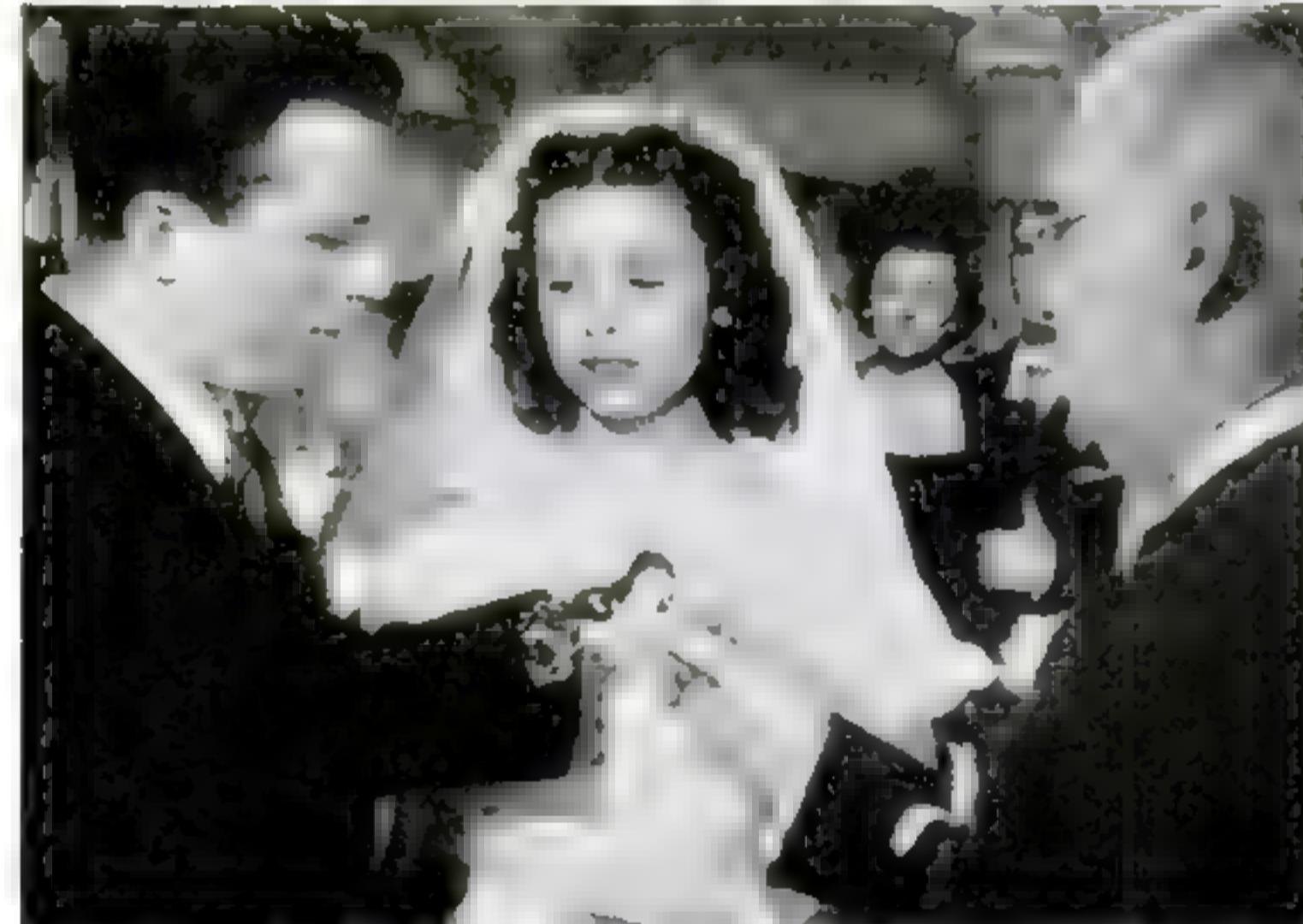
The best movie of 1946 was taken straight from William Shakespeare. Produced in England, it won almost universal U.S. praise for its pageantry and tapestry-like settings and for William Walton's superb score. It was also a personal triumph for Laurence Olivier.

"THE YEARLING"



Made from Marjorie Kinnan Rawlings' novel, this picture dealt movingly with the growing up of a boy in rural Florida. It was lavishly and carefully produced by Metro-Goldwyn-Mayer and starred Gregory Peck, Jane Wyman and young Claude Jarman Jr.

"THE BEST YEARS OF OUR LIVES"



Producer Sam Goldwyn's salute to the ex-GI was handicapped by a plot of pure corn but filled with good scenes made better by William Wyler's direction and the acting of Fredric March, Teresa Wright, Dana Andrews, a handless veteran named Harold Russell.

"THE KILLERS"



Using Ernest Hemingway's famous short story as a starting point, Director Robert Siodmak, Producer Mark Hellinger and Writer Anthony Veiller hired a cast of unknowns and came up with the best gangster film since the days of *Little Caesar* (1931).

LAST YEAR'S MOVIES

British films set the pace for Hollywood, which turned out a few excellent pictures but too many bad ones

Next Thursday, March 13, the Academy of Motion Picture Arts and Sciences will solemnly hand out a dozen or so gold-plated statuettes called Oscars as awards for what it considers the best movie of 1946, the best acting performances and other achievements in the field. Academy Award time is the one occasion in the year when motion pictures seem to call for serious consideration from the public. Accordingly on these and the following pages LIFE presents some of the high spots (and a few low ones as well) from the 1946 output of an industry which was patronized by nearly 95,000,000 Americans every week during the past year.

The pictures above show scenes from the best movies of 1946. While the collective quality of this top-ranking group has been exceeded in other years, 1946 can lay claim to producing two films of almost classic stature. Far and away the best movie of the

year, *Henry V* utilized all the technical forces of the cinema—acting, pageantry, décor and music—to what seemed to be their fullest capacity and at last provided, after 350 years, a background adequate for Shakespeare's genius. *The Open City*, a movie made in Rome during the first days of liberation, caught with more feeling than any book or play yet published the heroism, the corruption, the loyalties and the suffering of plain people trapped in the path of World War II. To such bull's-eyes might be added *The Killers*, a minor masterpiece but memorable because it distilled the perennially popular cops-and-robbers story to its ultimate perfection on the screen.

Aside from these three movies and a dozen or so more, the general level of quality among 1946 movies was shamefully low. Even if only A pictures (movies made with high budgets and big stars) are

considered, those films which were not embarrassingly bad barely rated a passing mark.

Certain trends distinguished the movies last year. Tired of big studio discipline (and looking for higher personal profits), a number of competent actors, directors and artists continued to form independent companies of their own, assuring a more varied and possibly a better output for next year. Trends in subject matter stood out as well. Homicide, always popular, became an obsession with the movies in 1946, and thrillers that racked up less than four or five murders before the final fade-out seemed almost sissified. Movie killers were no longer drawn exclusively from the ranks of gangsters, however. Hollywood's sudden discovery of psychology late in 1945 meant that any character in a film might turn out to be an undiscovered maniac. Regular moviegoers were confronted by a pro-

"IT'S A WONDERFUL LIFE"



James Stewart's first postwar picture was a Frank Capra fable about a poor man who nearly committed suicide before he learned how many friends he had. Packed with laughs and a jumble of sentiment, the film made everyone who saw it feel good all over.

"THE OPEN CITY"



Made in Rome on a shoestring with many amateur actors, this Italian-language movie brutally recorded how a Catholic priest and a godless Communist worked together against the Gestapo and, betrayed by collaborators, faced death with unshaking nobility.

"CLUNY BROWN"



With Jennifer Jones, Charles Boyer and other diverting performers, 20th Century-Fox made Margery Sharp's novel about a lady plumber into the year's best comedy. Kidding a genteel British existence which is fading out, it was silliness of a high order.

"THE SEVENTH VEIL"



In a year cluttered by psychological dramas, this British movie about a brooding Sven-gali and a shy concert pianist who loved him was the best of the type. Almost overnight it made a U.S. star out of James Mason and won a fine Hollywood job for Ann Todd.

cession of minds warped enough to confuse old Dr. Freud himself. Perhaps the best new hand in the field was Director Robert Siodmak, unknown three years ago, who made two fine thrillers in 1946 (*The Killers*, *The Dark Mirror*) and zoomed up to the top of his profession overnight. The high-budget western was back again, dressed up in Technicolor. Such

horse operas as *Canyon Passage* and *Duel in the Sun* also shifted the emphasis from the time-honored plains of gunplay to the untried uplands of sex. War pictures nearly vanished, largely because film magnates felt that no one would go to see them, but postwar problems were considered with the grim self-con-

dialog, good acting and particularly by veteran William Wyler's direction.

Several war veterans learned that, even at \$5,000 a week, peace had its problems. Clark Gable found *Adventure* (p. 92) a complete disaster, while Robert Taylor walked into *Undercurrent* and sank beneath the surface. James Stewart, on the other hand, had his best role ever in *It's a Wonderful Life*, which, along with *The Yearling*, was a big, heart-warming event for the family trade. Only one significant new star appeared during the year. He was James Mason, a sharp-tongued cat-lover from England who seemed to find sensual pleasure in being mean to pretty ladies in somber movies like *The Seventh Veil* and *The Man in Grey*.

From England, in fact, came the most important motion-picture news of the year: that somewhere in the world existed competition for Hollywood. Backed by the apparently limitless capital in the hands of J. Arthur Rank (LIFE, Oct. 8, 1946) but still short of big stars, the British movie industry was as yet no threat to American supremacy. Just the same, Hollywood magnates felt embarrassed when it turned out that England, with a tenth of Hollywood's capacity, contributed about a third of the first-rate movies released in the U.S. last year.



ROBERT SIODMAK

This foreign competition worried Hollywood at the year's end. Meanwhile production costs stayed

sky-high while the box-office revenues began to ease off. Last month even the executives at brass-heavy M-G-M, the movies' richest studio, could hear the ominous whistling of the budgetary ax.

Since movie-going is as much a national habit of the U.S. as automobile and tooth-brushing, there was no

danger of disaster. But the movies had still failed, save in exceptional cases, to rise above mere entertainment into the domain of art and culture. Movie-making remained an earthbound marriage between art and commerce, with censorship playing the shrewish mother-in-law. Hollywood had a firm grip on the untutored millions who are really never dissatisfied with any movie, but the discriminating were still amazed that an industry with such vast resources at its command produced so few good pictures.



WILLIAM WYLER

UTTERLY NEW SHAMPOO

GIVES

softer, more lustrous hair

Not a liquid—Not a soap—but a revolutionary new CREAM shampoo that gives amazing results!



*See how soft—how shining—
how easy to manage your hair can be!*

Now, millions of women can have softer, more radiant and glamorous hair that's also easy to manage—thanks to a remarkable cream-shampoo discovery—Lustre-Creme Shampoo by Kay Daumit!

Lustre-Creme Shampoo was created by the genius of Kay Daumit. Out of her wealth of cosmetic lore, she combined rich lanolin with special secret ingredients in an almost-magic new formula. Once you try Lustre-Creme Shampoo you'll find its abundant, pleasant lather offers these advantages—compared to soap and liquid soap shampoos you've used before.

1. Lustre-Creme leaves hair glowing soft and brilliant, looking as though it had been given lots of good brushing; 2. Not drying; 3. Leaves no dulling soap film; 4. Your hair is easier to manage, easier to arrange and keep in place; 5. No vinegar or lemon rinse; 6. Works just as well in hard water.

4 oz. jar \$1.00 • 1 lb. jar \$3.50



So, no matter how you've been shampooing, you owe it to your hair to try Lustre-Creme Shampoo. See how soft, how naturally lovely, how brilliantly alive and well-behaved your hair can be. Simple and easy to use. Economical—a little does so much. Ask for Lustre-Creme Shampoo at cosmetic counters in department and drug stores.

KAY DAUMIT, INC.
(Successor)

540 North Michigan Avenue
Chicago, Illinois

Last Year's Movies CONTINUED

THESE PERFORMERS WERE OUTSTANDING



LAURENCE OLIVIER played Henry V of England with a magnificence and style that indicated he had arrived at the zenith of both his profession and his own career.



OLIVIA DE HAVILLAND gave two top-notch performances, notably in a teary drama called *To Each His Own*. In *The Dark Mirror*, a thriller, she played neurotic twins.



JAMES STEWART acted the long and complicated lead in *It's a Wonderful Life* with his customary shy finesse, seemed even more engaging than he was before the war.



INGRID BERGMAN, in an Alfred Hitchcock spy picture called *Notorious*, seemed as genuinely talented, breath-takingly beautiful and completely charming as ever.



CLAUDE RAINS played Caesar in Shaw's *Caesar and Cleopatra* with the dignity and humor which have made him for years one of the movies' most accomplished actors.



ROSALIND RUSSELL gave the year's best character performance as Sister Kenny. It was a labor of love for her, bringing luster to movie otherwise almost bereft of it.

CONTINUED ON PAGE 91



Nothing flatters
the flavor of
fruit like RITZ!

Because Ritz is the most delectable little morsel
you ever tasted. Because its golden nut like flavor
— its fresh or fine — have never been matched in
any other cracker. Because Ritz is so good on
itself it just naturally lends glamour to every
other food you serve. Try it and see!

One of the many fine foods
baked by Nabisco
National
Cracker
Company

Nothing tastes as good as Ritz — but RITZ!



try guessing the prices and no fair peeking
at the amazing answers on a following page

KELTON
watches

PRODUCTS OF U.S. TIME
INTERNATIONAL BLDG.
ROCKEFELLER CENTER
NEW YORK 20 N.Y.

Last Year's Movies CONTINUED

THESE WERE SOME MEMORABLE SCENES

THE MOST IMPRESSIVE SCENE



IN "HENRY V" the charge of the French knights at the battle of Agincourt (1415 A.D.) was the most majestic and spectacular moment of the year. As gaudily caparisoned horses bore the heavily armed nobles to their doom at the hands of English archers, modern audiences could view the full panoply of the chivalry that died with the Middle Ages.

THE MOST COMIC SCENE



IN "CLUNY BROWN" Jennifer Jones accepted an advantageous offer of marriage from a stuffy English apothecary (Richard Haydn). As he pompously announced the match to his prudish relatives (above) a water pipe burst and Cluny tried to fix it. The gathering was so shocked by her vulgar interest in plumbing that the marriage was quickly called off.

THE MOST FRIGHTENING SCENE



IN "SPECTER OF THE ROSE" Ivan Kirov played an insane ballet dancer. In one wild moment he danced around his bedroom, threatening his sleeping wife with a dagger. Audiences sweated freely before he leaped through a window to his death, leaving her unharmed. In most other scenes, however, Ben Hecht's talky melodrama was unimpressive.

"What NO CORD?"



Yes! It's EUREKA'S amazing new CORDLESS ELECTRIC IRON

NO CORD! Think what that means! Nothing to tangle you up, and muss up clothes. You can iron with either hand, all over the board—switch from right to left hand, and save adjusting of clothes.

IT'S AUTOMATIC!

Simply dial the heat you require, from rayons to woolens—you get exactly the temperature desired. The newly developed sponge-steel element maintains that heat exactly, as long as you need it. No hot spots to scorch clothes, because the iron remains horizontal when you "park it."

IT'S FIRESAFE!



"Magic Watchman" switch in Safety Base turns current off and on—prevents flow of current except when iron is on Safety Base. Can't overheat and start fires. You can leave the iron on the board while you answer the door, or talk on the phone.

SAVES MONEY—SAVES YOU!

With no twisting, dangling cord, you save those costly cord and plug replacements! You save on electricity, too, for the Magic Watchman lets current flow only when it's needed! And you'll be amazed how much energy the new Eureka Cordless will save you. Not only do you iron with either hand, but it's lightweight, too... because all controls and wiring are in the Safety Base.

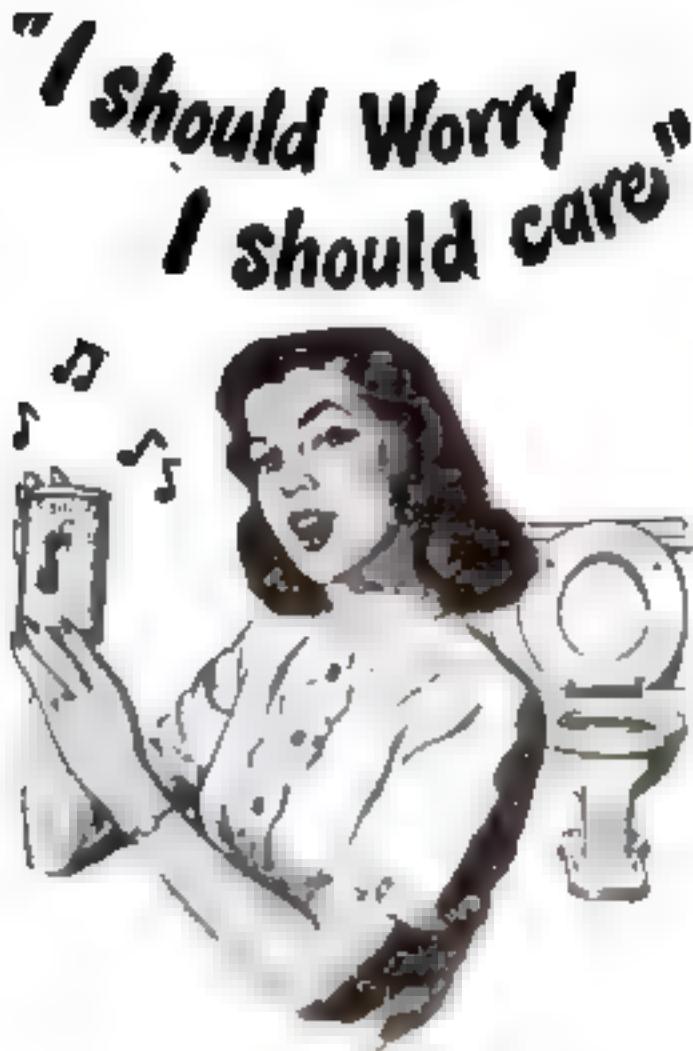
See this amazing new Eureka product at your dealer's now!

EUREKA PRODUCTS

EUREKA WILLIAMS CORPORATION

EUREKA DIVISION, DETROIT, MICHIGAN
Home Cleaning Systems
Vacuum Cleaners • Cordless Electric Irons
Electric Waste Food Disposer

WILLIAMS DIVISION, BLOOMINGTON, ILLINOIS
Williams Oil-O-Matic
Heating and Air Conditioning Systems



Even a millionaire can't have more perfect toilet bowl sanitation than you can. Sani-Flush gives you complete cleanliness and odorless freshness by its thorough, disinfecting chemical action. Cleans away stains and film where germs lurk... is quick, easy, sanitary. There's no work. Just sprinkle Sani-Flush.

Safe with septic tank systems. Effective in hard or soft water. Sold everywhere. Two convenient sizes.

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TWICE
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The American Red Cross
Carries On
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FEEL SAD?
GET GLAD!

BLUE-JAY with Nupercaine*
RELIEVES 3 WAYS:

Stops shoe pressure—its soft Dura-felt pad relieves pain instantly! Curbs surface pain, thanks to Blue-Jay's exclusive anesthetic Nupercaine! Loosens hard "corn" with gentle medication—you just lift it out in a few days! For greater relief get Blue-Jay. "America's Largest Selling Corn Plaster." *Reg. U. S. Pat. Off. in Clas.

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CONTINUED ON NEXT PAGE

Save Sugar!

Delicious cake that's
New, Quick, Easy!



It's made in a
saucepan, folks,
for easier mixing,
less dishwashing!

Brer Rabbit
✓ All mixing done in one saucepan
✓ A handle to grasp as you mix
✓ Delicious flavor, tender texture!

RAISIN LOAF CAKE

1/2 cup shortening • 2 cups sifted flour
2 tbsps. baking powder • 1/4 tsp. salt
1/2 tsp. baking soda • 1 1/2 tbsps. cinnamon
3/4 cup Brer Rabbit Molasses
2 eggs, unbeaten • grated rind of 1 lemon
1/2 cup milk • 1 1/2 cups raisins

No creaming of shortening. Melt it in 3- or 4-quart saucepan over very low heat. Remove from heat. Mix and sift dry ingredients.

No beating of eggs. Add molasses, unbeaten eggs and lemon rind to cooled shortening, blend well. Add dry ingredients alternately with milk, mixing well each time. Stir in raisins. Bake in well-greased loaf pan in mod. oven (350° F.) 45 min. or until done.

A real treat! Its delicious flavor comes from Brer Rabbit New Orleans Molasses.

Over 60% Natural Sugar! That sugar in Brer Rabbit Molasses comes straight from the sugar cane. Real sugar—in its natural form.

Rich in Iron! Brer Rabbit New Orleans Molasses is one of the richest food sources of iron the body needs for good red blood.

Two Types: GOLD LABEL, highest quality light molasses—mild, sweet. GREEN LABEL, rich-flavored dark molasses.



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THESE WERE CINEMATIC LOW POINTS

THE WORST MOVIE



"ADVENTURE" induced slumber as it told drearily of a sailor's love for a librarian. In the main roles, Clark Gable's cockiness and Greer Garson's air of heroic refinement were a combination less digestible than cherrystone clams with hot chocolate sauce. To its publicity slogan, "Gable's back and Garson's got him" a logical response was "So What?"

THE MOST PAINFUL SCENE



"A SENTIMENTAL JOURNEY" was a soap opera about an orphan saddened by death of her stepmother (Maureen O'Hara). Periodically, however, the dear departed returned from the next world and told the kid for God's sake to cheer up. At such moments sensitive audiences wept, not over the movie but because they had paid good money to see it.

PERSONAL FLOPS



ERROL FLYNN slipped badly in his only 1946 movie, a stumbling thing about divorce called *Never Say Goodbye*. His frantic stabs at the light touch were only depressing.



JANE RUSSELL, owner of America's most advertised bosom, was in *The Outlaw* and *Young Widow*, displayed hardly enough talent to rate a walk-on role in a high-school play.

That's putting it MILDLY!

Paul
Revere



Quick! Jump in the saddle! Spread the glad tidings! Cool, puff-by-puff satisfaction is coming, with—

Country Doctor Pipe Mixture

The Pipeline to Perfection.
A concord of exquisite tobaccos. Rarest
of blends. Moist. Mellow.



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ECONOMY
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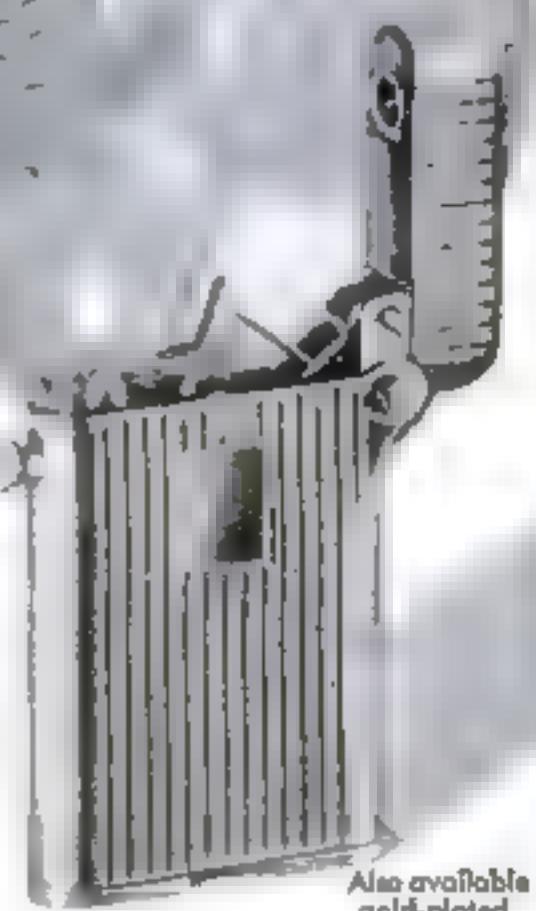
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Standard of the World
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Count Igor Cassini
America's foremost society reporter
names lovely Henryetta as
"Beauty Bride of the Month"



Home comes Tech. Sgt. "Bud" Heyburn from air service abroad . . . to wed his blonde-satin beauty! "Smooth 'n' mine!" says Bud. "Yours 'n' Woodbury's!" teases Henryetta. Yes, for kiss-smooth skin; it's Woodbury Facial Soap. Extra-mild!



Looking at something pretty, Henryetta? "Oh, you!" she laughs. "Can't help liking the smoothness a Woodbury Facial Cocktail gives. I start with plenty of Woodbury's mild creamy lather . . . then rinse, warm and cool. My daily beauty-must!"



Gather, girls! Another gorgeous Woodbury deb is ready to toss her bridal bouquet. "But every gal in the land ought to grab at Woodbury," says Henryetta, "for sparkle and smoothness that mow down men!"



His bundle of charm! Alexander Heyburn, Jr., of Louisville, Ky., kisses his brand-new beautiful bride. She was Henryetta Gage,

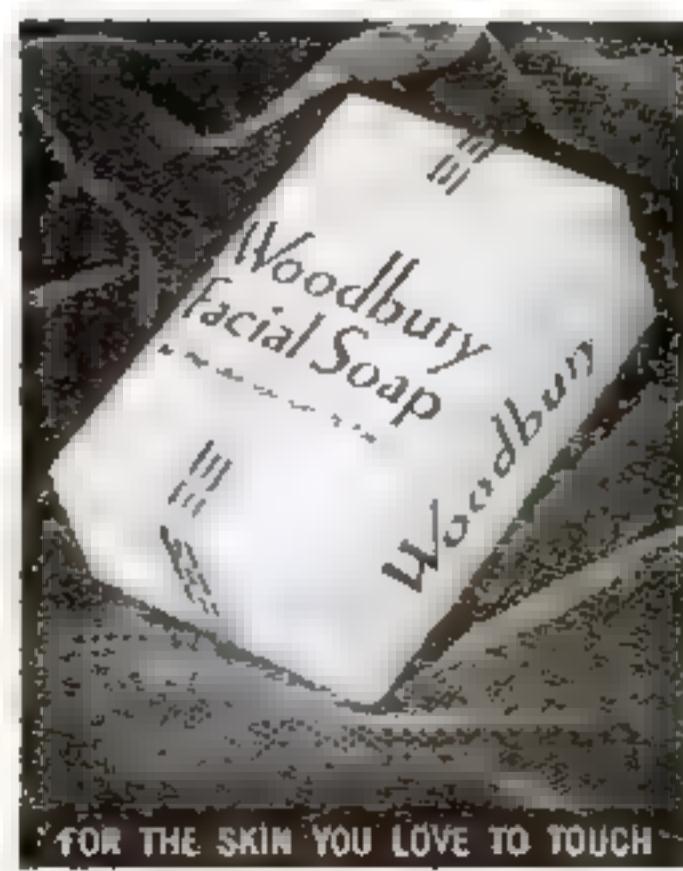
Woodbury deb of Nashville, Tenn. She entrusts her lovely honey-blond skin only to extra-mild Woodbury Facial Soap.

"My Wedded Wife"

SHE'S ANOTHER WOODBURY DEB!



Riding and polo run in the Heyburn family. But the bride is shying! Come on, Henryetta, this horse is gentle. "Says who?" asks she. "I'll tell you what's always gentle—Woodbury!"



FOR THE SKIN YOU LOVE TO TOUCH

More than mild! Woodbury Facial Soap contains a rich beauty-cream ingredient prescribed for extra mildness. True beauty soap, made for the skin alone!



"Looks lovely—on me!" says Henryetta. Yes, flowers "go with" a petal skin like hers! So, girls, take a Woodbury Facial Cocktail before every glamour date. Look smooth, romantic!

QUIZ Solution

Here are the answers to the KELTON WATCH QUIZ on page 90.

When you actually have a Kelton on your wrist, you'll be all the more amazed that such truly fine workmanship can be yours at such low prices!

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The cause of world peace is advanced several notches when the Ambassador of X—discloses to the Ambassador of Y—the secret of his famous Manhattan Cocktails. He uses Martini & Rossi REGULAR Vermouth.

IMPORTED



Martini & Rossi Vermouth is the secret of the world's finest cocktails... because its secret formula has never been successfully duplicated.

REGULAR for Manhattan Cocktails
EXTRA DRY for Dry Martini Cocktails

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Last Year's Movies CONTINUED

"LIFE" HAS SOME SECOND THOUGHTS

TWO MOVIES "LIFE" SHOULD HAVE PRAISED



"BRIEF ENCOUNTER" was based on a playlet by Noel Coward. Looking back over the year, LIFE realizes it erred in not rating this fine realistic film as a movie of the week. Its story told how two English suburbanites (Celia Johnson and Trevor Howard), both already married, fell in love and then separated because it was the only sensible thing to do.



"THE JOLSON STORY," underestimated by LIFE, appears in retrospect to be the year's best musical. With no false heroics, it showed how the Jazz Singer became a great star and an unhappy man. Larry Parks played Al Jolson with great verve, but the movie's greatest asset was Al himself on the sound track, singing all the songs he made famous.

ONE MOVIE "LIFE" PRAISED TOO MUCH



"THE RAZOR'S EDGE" was overrated by LIFE. On sober second thought it seemed no better than the indifferent Somerset Maugham novel on which it was based, well acted but static and far too long. It tried bravely to show how a young man found spiritual peace and satisfaction, but it never really scratched deep into a potentially fascinating subject.

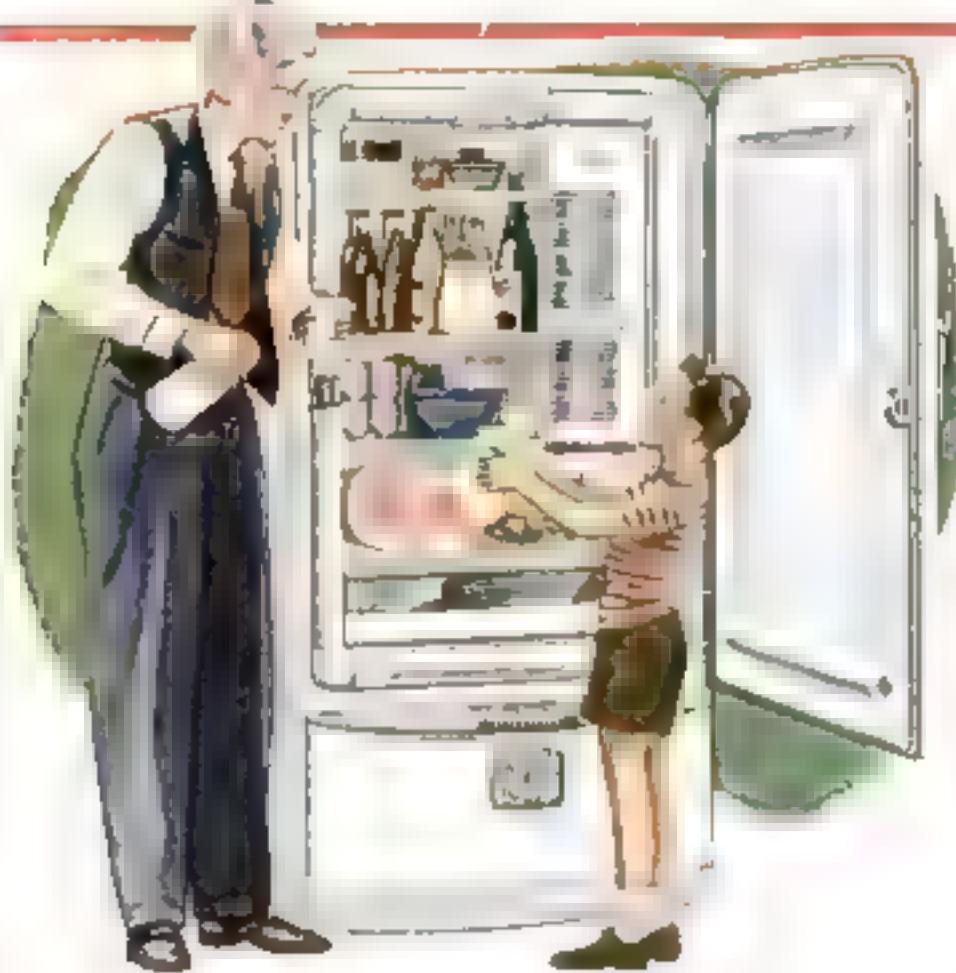
Norge shows how to get today's best values

1. Look in the classified section of your phone book for the name of your friendly Norge dealer. He will tell you all about the latest developments in household appliances.

2. See him and learn why Norge appliances win on appearance . . . why their performance gives you new hours of leisure . . . why their economy sets new records.

Comparison is the solid basis for intelligent selection. And Norge—safe in the knowledge that its appliances win on comparison—now saves you both time and work by cutting this selection process to these three simple steps:

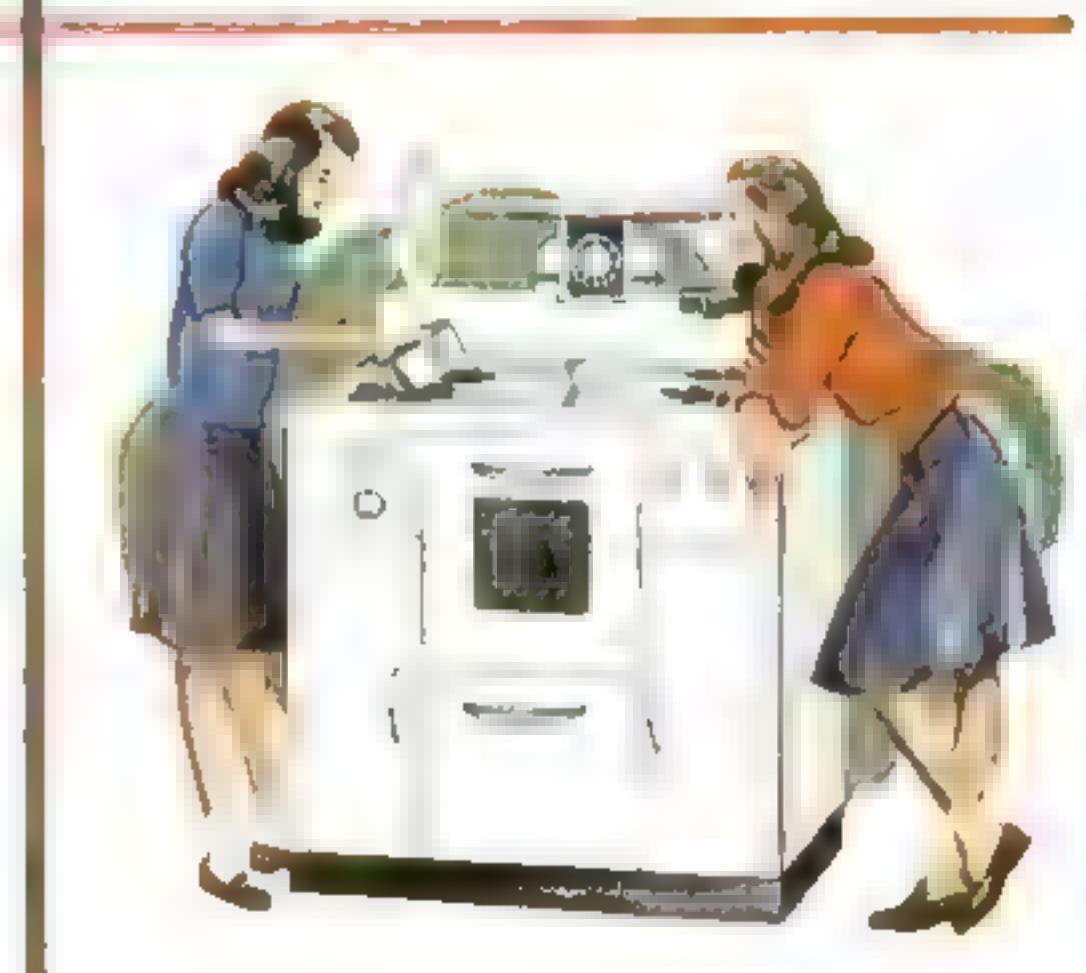
3. Then compare the prices of these "products of experience," so that you may know why only a Norge dealer can offer you the great values pictured below.



COMBINATION REFRIGERATOR and frozen-food "locker." Safe-keeps 31 pounds of frozen food. Extra bottle space. Six storage zones. Automatic defrosting. "Rollator" economy. Five models. Five-year protection plan.



"RO-TA-TOR" WASH-ER—washes, rinses, dries-for-the-line. Splashproof tub. Steam-seal cover; right-position pressure cleanser and damp drier. Glass-smooth, plastic "Ro-to-tor" makes clothes last longer. Four models.



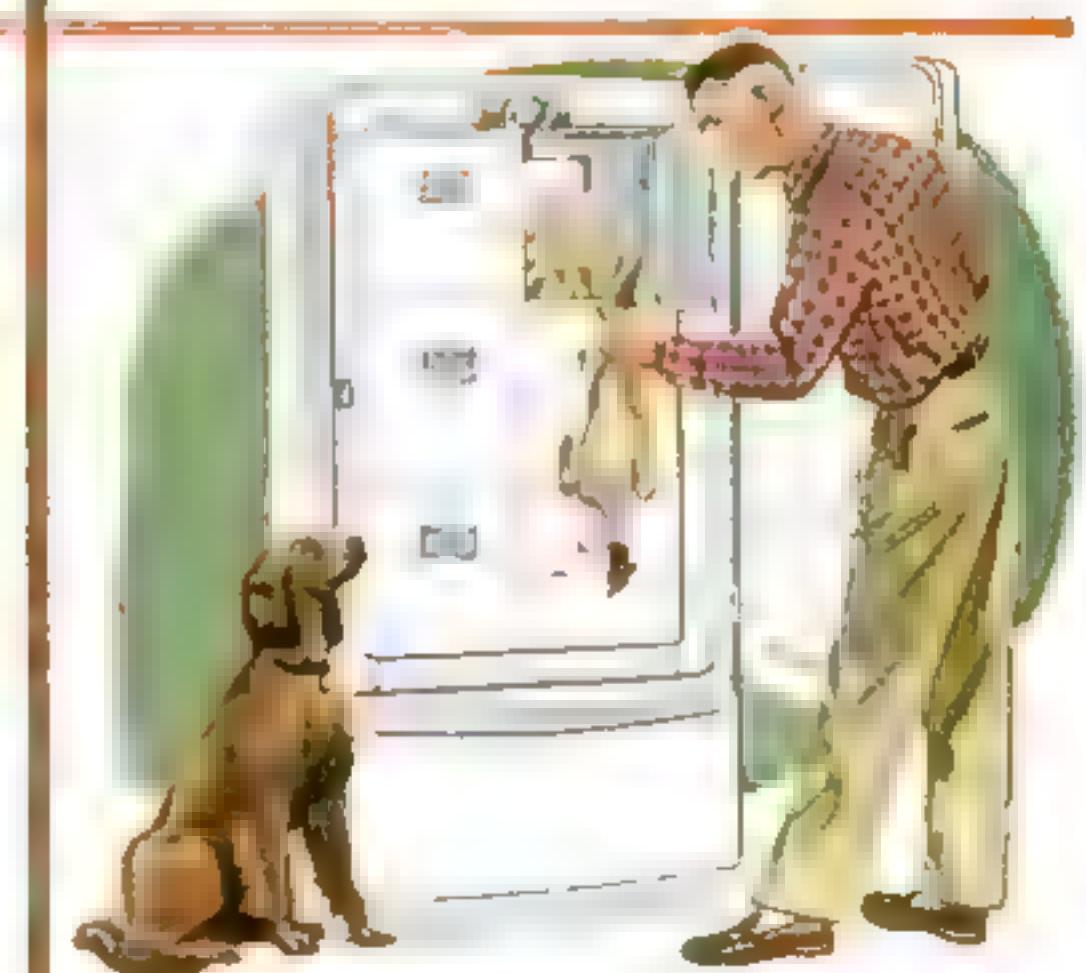
DIVIDED-TOP GAS RANGE—with large work space, large slide-out broiler, two large utensil compartments, large oven with temperature control and inside light. Effectively insulated. Three models.



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HANDSOME HOME HEATER—famous for low-cost, controllable oil heat. Exclusive features, such as L-shaped heat exchanger with porcelain enamel finish, and down-draft "Whirlator" tube. Four models in wide price range.



HOME FREEZER—new vertical type freezes and stores more than six cubic feet or 200 pounds of food—extending the season of low-cost, top-quality abundance. Larger chest models also available.

* Trade-mark registered U. S. Patent Office and foreign countries

KNOW all these features—along with a mass of other exclusive advantages—by calling at your friendly Norge dealer's. See him to see why Norge appliances win on appearance . . . give you new hours of leisure . . . and set new records for economy. See his display of Norge "products of experience" to know why only your Norge dealer can offer such better products for better living—for the best value!

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Next move?

There have been some strange, and apparently unrelated, moves on this checkerboard. But each one has set in motion a chain of events which reaches deep into many homes across the land.

It reaches into workers' homes. In just the last 10 years the expansion of General Mills products has caused a corresponding expansion of personnel—from 6,699 in 1936 to 10,664 in 1946. More significant, the annual income of these workers has gone up from \$12,099,979 to \$30,069,281, a more than proportional increase.

It reaches into farm homes. During this ten-year period our bill from the farmer and other suppliers of the raw materials that go into General Mills

products has skyrocketed to over \$220,000,000.

It reaches into your home. As a customer you have felt or will soon feel the effects of this expansion in better flours for your kitchen and for bakeries, in ready-to-eat breakfast cereals, in time-saving soups and quick-mixes, in plastics made from soybeans, in medicines made from wheat, in one of the finest irons ever designed, in a wholly new kind of pressure saucepan.

Yet during all these years there is one thing that hasn't changed much. That is the rate of profit which General Mills makes on the products it sells you. During the past 10 years this profit

has averaged less than 3¢ on the dollar.

By continuing to make more useful products for you, we hope to continue to make more jobs for more people at higher pay, and to return a reasonable profit to our 12,300 stockholders.

That is the next move.

General Mills

St. Moritz



MIDDAY COCKTAILS AT ST. MORITZ ARE SERVED ON THE PRIVATE ICE RINK OF THE PALACE HOTEL AT A BAR MADE OF SNOW

Swiss ski resort retains prewar elegance

PHOTOGRAPHS FOR LIFE BY ALFRED EISENSTAEDT

The exiled royalty, minor princes, beauties, near beauties, sportsmen and bankers of the International Set consider St. Moritz the place to spend a winter holiday. It is not just because this village, tucked high in the Alps of southeast Switzerland, is world-renowned as a winter-sports center, with a famous Olympic bobsled run, unparalleled ski slopes and miles of beautiful mountain trails (p. 105). It is mostly because St. Moritz is the most fashionable village in Europe. For more than half a century it has assembled on its Alpine slopes, at its outdoor cocktail bars and

in its luxurious dining rooms, St. Moritz has always been the place to see the world's great. It has also been the place for the not-so-great to be seen.

Somehow St. Moritz got through the war without closing. This winter, despite currency restrictions, the resort has all the sybaritic elegance of prewar years. Once again the old familiar faces (pp. 102-103) are at their old familiar places - the Palace Hotel, Suvretta House, the Kulm Hotel - for the old familiar rounds of skiing, drinking, eating, nappling. Only nowadays, as one native observed, "The princes are not princes any more."



St. Moritz CONTINUE

THE FAMOUS VILLAGE nestles in a valley called the Engadine beside a frozen lake. At right on lake is the Palace Hotel, town's largest. Beyond the peaks in background is Italian frontier.



BOBSLEDDERS from U.S. are N. B. Leggett (left) and M. H. Clyde. They wear crash helmets and knee pads in case of a crash on dangerous run (opposite).

SKI TRACKS curve down the Alpine slopes around St. Moritz. Some visitors are expert skiers but an unusually high percentage of them are in novice class.



ST. MORITZ SPECIALTY: the famous Olympic bobsled run, one of the most dangerous runs in the world. Here spectators watch a four-man team carefully shift weight as it rounds the notorious "Slovene Corner" where many fatal crashes have taken place.



LINE-UP gives Leadwaiter at Palace a chance to inspect his men— who are experts at social protocol. So they can interpret for English-speaking guests, he translates such items on menu as *saut de cœur de bœuf Rame Confit* into English (lettuce salad). Most waiters are French or Italian who come to St. Moritz for the season.



FOR THE COMMON PEOPLE the Chesa Veglia is the favorite meeting place for an evening of dancing and drinking. Local boys and girls and ski instructors mingle here with foreign tourists on a footing of equality not permitted in large hotels. Local people depend heavily on brief tourist season for the year's income.

St. Moritz CONTINUED

Its accommodations

In St. Moritz hotel registers, where Swiss law requires guests to give their occupations, the most frequent inscription is the self-assigned "None of the aristocrat." For a clientele like this the resort has to offer more than the common variety of winter entertainment. Besides the usual ski tournaments, children's ski tournaments, skating tournaments and curling matches, St. Moritz offers an indoor tennis tournament and three-day tours through the Alps.



ROYAL DINNER PARTY is given by Egyptian Prince Abdel Memin (right, wearing glasses). Guests, reading clockwise from left foreground, are Greek Diplomat Taky Corvissaro, the Princess of Hesse; Prince Nicholas of Romania; the hostess—Prince Christian of Hesse;

are fit for kings

on skis. It also has an airport for visitors' planes and a private airline from St. Moritz to London. Guests can bathe in carbonated water, spend an afternoon in a special card-playing room (*below*), even hire men to carry their skis. But St. Moritz elegance reaches its height in the private dinner party (*below*). There the continental service and the abundant food and wine are fit for the leisurely habits and pampered palates of St. Moritz' distinguished guests.



Princess of Schaumburg-Lippe, Baron Charles de Buxhoeveden; Peter Zervudachi of Greece; M. de la Huerta, Spanish Embassy Secretary in Paris; Princess Nicholas; the host; Princess Sixte de Bourbon-Parme; Belgian Marquis D'Assehe, and Austrian Baron Doblhoff.



HANSELMANN'S PASTRIES are faves among gourmets. All day the pastry cooks at this de-luxe tearoom work feverishly to have confections ready by 4 p.m., when guests start streaming in from the ski slopes. A day's stop at Hanselmann's is considered as necessary to the scheme of things as skiing or dressing for dinner.



IN BAD WEATHER the guests are inclined to stay indoors for long sessions of bridge. Here they while away an afternoon at the Kulm Hotel, one of the Big Three in St. Moritz. To keep the patrons amused, hotels organize such entertainment as betting games in the lobbies, weekly gala dinners and other diversions.



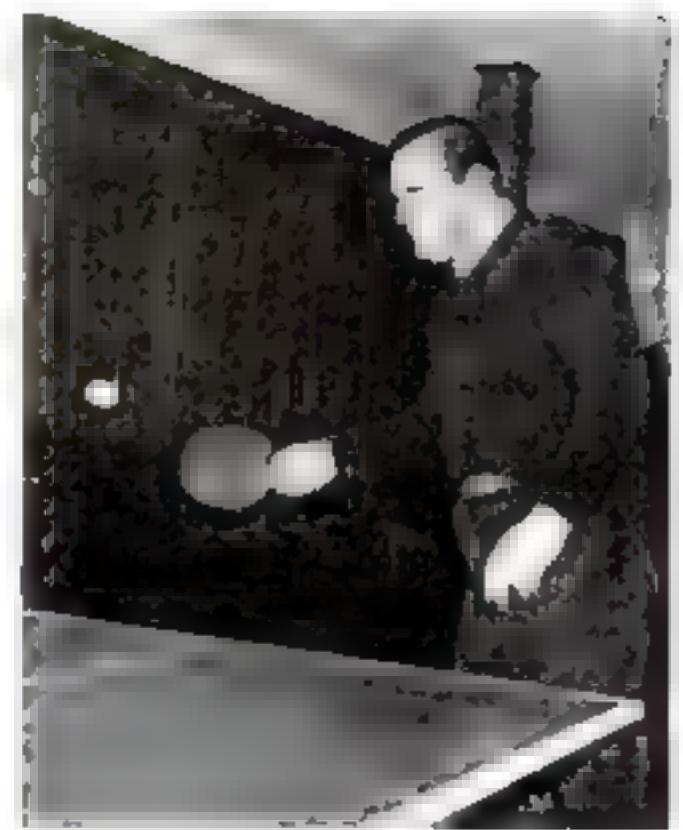
EX-KING PETER and Queen Alexandra try ski slopes. Guests referred to him as "the king."



PIN-BALL GAMES fascinate ex-king when the weather is too unpleasant to go out skiing.



JEWEL SAFES in Palace office are opened each evening to get gems for dinner costumes.



DENIS CONAN DOYLE, son of author, plays ping-pong. He is husband of Princess Mdivani.

Its guests are varied

Guidebooks say that the rarefied intoxicating air at 6,000 feet makes St. Moritz visitors less sleepy but also "makes them thirsty." Both attributes are a great boon to the conglomeration of vacationists shown here, who gather in the hotels in the evening and spread out into private clubs in daytime. Most exclusive is the Corviglia Club, whose 90 life members have built a clubhouse (next to bottom picture, right) on the top of a hill. There Corviglians, who number among their founders the Duke of Alba and two Rothschild barons, can enjoy lunch far from the profane eyes of other tourists. At night in the best hotels formal dress is *de rigueur*, and no lady of fashion would dream of wearing the same dinner gown on successive evenings. This means that a fashionable St. Moritz vacationer, like the one on the opposite page, must take along a lot of luggage.

A CHIHUAHUA (below) gets more attention on street than the conglom- erate costume of his mistress. St. Moritz was crowded with many fashion- able dogs, including one with leg in splints as result of a curling accident.



EX-OWNER OF CASINO at Cannes, Greek-born Nico Zographos, chats at Palace with dinner partner. "Nicky" Zographos, known as world's most scientific gambler, was one of richest vacationers at St. Moritz this season.



SHIPOWNER Basil Mavroleon of London provides a light for Mrs. Sally Clark, the American-born wife of an executive of General Motors' British subsidiary. The scene is the terrace of the exclusive Corviglia Club.



EGYPTIAN PRINCESS Nasli Shiah (left), wife of Prince Abdel Mon- eum, goes for a stroll through the snow with young Peter Zervudachi and Princess Sixte de Bourbon-Parme, sister-in-law of Austria's last empress.



BRAZILIAN Luisa Andrade-Miller wears a bare-midriff skiing outfit on the sunny slopes.



SPANISH GRANDE, Duke of Alba, ex-ally to London, heads exclusive Goyigro club.



SWISS MODEL, Mrs. Alexandra Wolff, takes advantage of sun to convert shirt into a bra.



PRIVILEGED DOG gets thorough whisking when he returns to hotel from snowy streets.



WHAT IT TAKES to be the a St. Moritz vacationer is demonstrated by Diana Walker of London, granddaughter of the late South African Diamond King Barney Bar-

nato. Surrounding her are all the things she brought in four bags, including seven evening dresses, seven pairs of evening slippers, four fur coats, two diamond bracelets,



SUMMERY FROCK is worn by Irma Hugo of Johannesburg, South Africa for *diner dansant*.



THICK COATS, like those of Isabelle Nicole and her dogs, protect them from the 17° cold.



CLUB BADGES, like British Major Beaumont's, are prized as symbols of curling prowess.



FASHIONABLE CENTER is Palace Hotel, *above*, where many of Europe's crowned heads have been guests. The Hotel has 200 rooms. Rates start at \$75 per week for good room and meals but bills somehow add up to much more.



SUNDAY SLEIGH RIDES are a winter custom among natives of the Engadine. With men and women seated behind, they set out for a round of visits in neighboring villages, making a picturesque spectacle for the town's guests.

St. Moritz CONTINUED



SUNBATHING and napping on hotel balcony after lunch is as popular a pastime for vacationers at St. Moritz as the skiing. At 6,000 feet the ultraviolet rays are very strong.





THE ANCIENT BURGESS OF LONDON IN NORMANDY
IS DESTROYED AMONG THE OTHERS IN THE SAME WAR
WHICH IS CALLED THE WAR OF GOD

Religion around the World

An eminent Christian journalist, on tour of the globe, finds that men are turning to God but not to churches

by PAUL HUTCHINSON

Managing editor of "The Christian Century"

THIS is a sobered world. When one circles it, as I have just done, one meets everywhere men and women raising the most profound questions the human mind can ask.

Has man, who so brief a time ago seemed on the verge of piercing the ultimate secrets of the universe, by the increase of his knowledge only gained the means of destroying himself? Have the milestones along what he once confidently called his march of progress led to the edge of the abyss? Or is there yet some remedy for man's folly, some light amid the encircling gloom which, if he follows it, will bring him back into communal kinship with his fellows and his world? Is man a slave of blind economic determinisms or is the world a testing ground for the powers of spiritual forces in which moral law operates as inexorably as physical law? Such are the questions which, with countless variations, thoughtful minds in today's world are asking. And as they ask, the impulse to religion revives.

When the present century opened the religious skeptics, the economic and physical determinists seemed to be sweeping the field of intelligent thought. They are still strong today. The U.N. has just chosen as the director of its Educational, Scientific and Cultural Organization Julian Huxley, who declares, "I do not believe in God, because I think the idea has ceased to be a useful hypothesis." And in England last summer the universities united to publish an exposition of *The Use of History*, written by A. L. Rowse of All Souls, Oxford (English Universities Press), which dismissed man's speculation with the sweeping declaration, "The idea of God has been rendered superfluous." The source and sponsorship of that pronouncement suffice to indicate that if there is a visible return to religion there are still many entitled to a respectful hearing who have not joined the march.

Yet today, as we approach the middle of the century, the most casual survey of what is going on in the contemporary world will disclose new stirrings of interest in religion. Man's desperation, his search for firm ground on which to stand in a world of shadowy standards and dissolving moralities, impels him with new longing to explore the possibilities of a spiritual interpretation of reality. Everywhere, among all races, in all cultures, men's searching hands are stretching out to touch the portals of a new world of faith.

To those who carefully examine this new stirring, however, a paradox immediately presents itself. At the very time when man has new respect for the claims of a spiritual interpretation of life, the institutional forms of religion are plagued by spreading weakness. Not for a hundred years has so much importance been granted the values championed by the churches or less authority conceded to the churches themselves.

This paradox seems to be

The author of this article has just completed a round-the-world assignment for LIFE on the status of religion abroad. Starting last June, Mr. Hutchinson traveled throughout Europe ("Does Europe Face Holy War?" LIFE, Sept. 23), the Middle East, India, China and Japan. In this article, he sums up the impressions of eight months of observation and answers such questions as:

- Where is there a rebirth of religion?
- Why is it outside the churches?
- Is Zionism a religious movement?
- Can Christians bargain with Communism?

between the dwindling influence of the churches and the intense interest shown by all sections of the population in the BBC talks on religion by C. S. Lewis. Lewis, an Oxford don who leaped to fame with his *Screwtape Letters*, became Britain's most discussed broadcaster, with his genial and satiric attacks on materialist philosophies. But this layman commands a hearing which no bishop and no priest can approach. Any candid churchman will testify that the generation of Britons which fought the war and the generation now following into maturity are not in the churches. A report adopted last year by the Church of England declared that the work of the churches must now start from the premise that Britain "is a pagan nation."

In Germany the churches, when confronted by the test of the Hitler-Rosenberg paganism, made a far better record than any of the Reich's other institutions. When Einstein wrote that the churches had furnished the only important internal defiance until Nazism was face to face with defeat, he paid them a deserved tribute. Many expected that because of this record the end of the war would be followed by a spectacular burgeoning of new life in the German churches. Nothing of the sort has taken place. The churches have tried vigorously to restore their shattered parishes. They have given effective aid to the war destitute, to returning prisoners, and to those of German descent forced to migrate from other parts of Europe. They have shown a new concern for the moral soundness of government, and they have not hesitated to protest against injustices and mistakes in the policies of the occupation. The German people know all this, and they respect it. Moreover they have been tragically instructed in the ruin to which worship of secular gods can lead. But there is no evidence of any considerable rise in church membership. As a matter of fact the churches in postwar Germany give the impression of being caught in a desperate struggle for survival.

In the Latin nations the position is somewhat different. Not for decades has the Roman Catholic Church exercised the political power and social influence which it wields today in Italy, France, Spain and Portugal. Catholic parties hold the balance of power in both the former; in the latter two



HUTCHINSON'S TRAVELS took him to centers of six different religions represented on the map above: Christianity, Judaism, Mohammedanism, Hinduism (four-armed god), Buddhism and Shinto.



ACTORS' FACES are extra sensitive

-that's why José Ferrer shaves with soothing WILLIAMS

José FERRER'S appearance in the title role of "Cyrano de Bergerac" is a make-up triumph. But he says: "Removing make-up leaves my face sensitive. I can't take chances with irritating shaving creams so I always use Williams. It never irritates."

Smooth, Comfortable Shaves

Williams is so completely easy on the face because it's made with mild-to-begin-with ingredients, blended in precise amounts. It gives you the

NOTE—BRUSHLESS SHAVERS—

Williams has the same luxurious shaving cream qualities in a new Williams Brushless Cream.

benefits of over 100 years' experience.

Rich, heavy-lathering Williams soaks whiskers thoroughly soft . . . lets you get a close, clean shave in comfort. Treat yourself to Williams today. If you prefer a brushless shave, try the new Williams Brushless Cream.



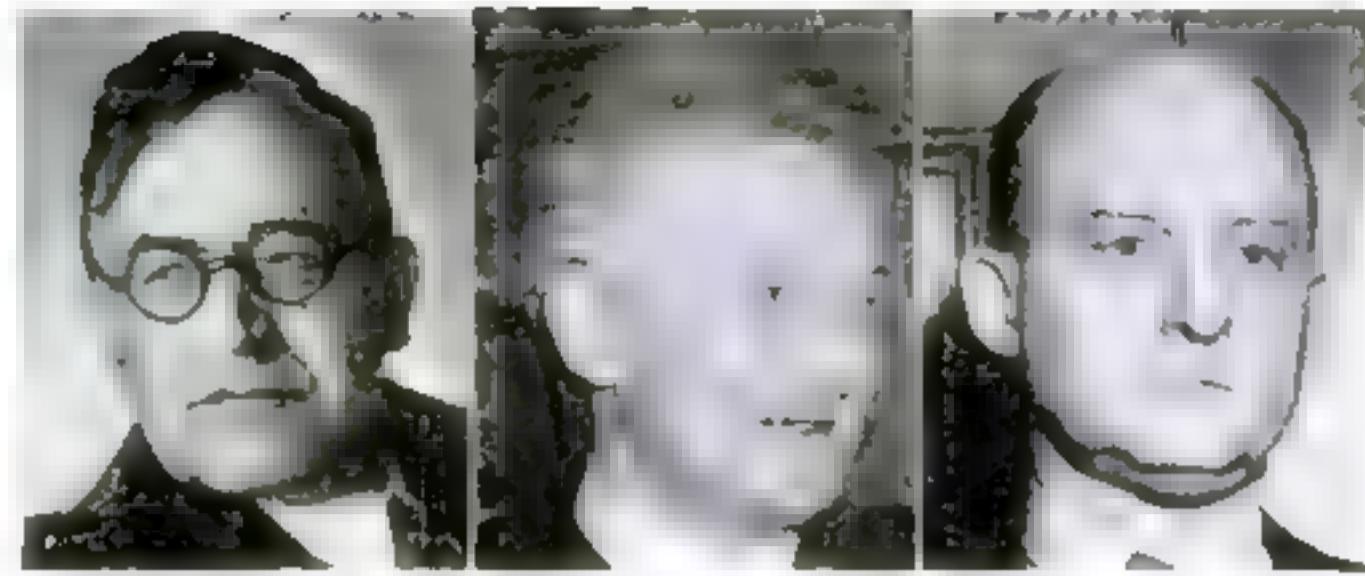
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THEOLOGIANS like Calvinist Karl Barth (left), Catholic Jacques Maritain (center) and Neo-Orthodox Reinhold Niebuhr reaffirm existence of moral law.

RELIGION AROUND THE WORLD CONTINUED

the relationship between the Franco and Salazar governments and the church is so close that such opposition as there is centers its attack on the alleged clericalism of the regime. Likewise in these countries a revived Catholic movement, most productive in France, is compelling a new attention in intellectual circles for the anti-materialist position. Nevertheless the church is apprehensive at the spread of Communism among the Latin masses. So much in danger does the papacy feel that the Vatican has adopted a belligerence without parallel since the days of Pius IX. One distinctly feels, when visiting the papal city-state these days, the tension of a citadel under siege.

The story does not differ in the regions of the Orthodox Church. To be sure, considerations of state policy have restored the church in Russia to good standing, but, while the churches are filled, one seldom sees young people in them. Current political contests in Yugoslavia, Bulgaria and Greece give support of the church there a special political significance. Those who attend the churches in the Communist-ruled states do so mainly as a means of registering their opposition to the Red regimes, while in Greece they do so to show support for the monarchy and conservative politics.

Of course this is not the whole story. In some ways the Christian churches have come out of the war stronger than they entered it. For instance there is a stronger consciousness of worldwide unity in Roman Catholicism today than ever before in modern times. Whatever one may think of the means employed, the churches of Eastern Orthodoxy are more closely linked than they have been for generations. Protestantism is struggling as never before for interdenominational and international unity. Yet while these things are true, they do not alter the fact that institutional religion has little influence over the masses and over contemporary social orders and agencies.

Nor is this situation confined to Christendom. Among the world's surviving Jews a mounting devotion to Zionism is being accompanied by a relative weakening of the synagogue. "Communalism"—the struggle between Hindus and Moslems—is the vital issue in India. Yet here again the motivating factor is political rather than religious. In China the sight of temples falling into decay, their courtyards weed-grown while the paint peels from their images and inscriptions, has become so common that a temple in a decent state of repair is a matter for comment. In China, also, there is a large gap between the number of Chinese who have come under Christian influence in mission schools and the small proportion of these who are active members of the Christian churches. The Soong family, for example, is known around the world as a "Christian" family. But it would be interesting to know when a member of this family last attended a Chinese Christian church.

Such is the universal paradox—man under such terror of the future that he is turning with new openness of mind to a spiritual interpretation of life, while the churches are less and less able to command the active loyalty of the masses.

The growing roots of faith

THESE are conditions which lie on the surface, however. There are deeper facts about the current religious situation, and hence more important ones. They show unmistakably the signs of man's developing spiritual concern.

It would be naive to expect, in this day, the "God-intoxication" of a 17th Century Spinoza. But the pull exerted on the modern mind by the mystery of the immaterial is to be found in novelists like Maugham, Waugh, Aldous Huxley and Silone, in poets like Eliot, Auden and Claudel, in essayists like Charles Morgan, Berdyaev and Bernanos, in the proceedings of such a gathering as the



WRITERS like Poet W. H. Auden (left), Novelist Evelyn Waugh (center) and Philosopher Aldous Huxley now search for religious truths in their books.

recent congress of European philosophers at Geneva (LIFE, Oct. 14), in the theater's repeated efforts to plumb the depths of a St. Joan and even in the box-office-impelled tribute which Hollywood pays to the naive faith of a Bernadette.

The church is today producing its most searching theological thinking since Thomas Aquinas and Calvin. One doubts whether America has ever nurtured a theologian whose capacity for analyzing the superficialities of life and the needs of the future equals that of the contemporary Reinhold Niebuhr. Catholic thought has leaped into the very center of the world's cultural crisis with the work of Jacques Maritain. A whole school of searching speculation has sprung from Continental Protestantism, much of its vigor originating in the Swedish Church but disclosing its most important figure in Karl Barth. Barth, a Swiss theologian, was driven from his faculty post at Bonn by the Nazis. His sweeping rejection of the claims of any sort of "natural" religion, his insistence on man's dependence on the mercy of a God who can be known only through His supernatural self-revelation—which is to be found in His "Word," largely transmitted through the Bible—mesh with a boldness in public affairs that yesterday made him one of Europe's most powerful opponents of Nazism and today one of its leading advocates of cooperation with the Russians.

Along with this intellectual renaissance goes recovery from the awe which at the turn of the century Western religion exhibited toward the claims of science. Dazzling achievements in penetrating the secrets of the physical universe, coupled with the work of Freud and his disciples in exploring the motivations of human thought and action, had cast a debilitating spell over the whole world of faith. Sometimes the effect was to provoke a rejection of scientific discoveries, as in the "Bible belts," and thus to stigmatize religion as intellectual obscurantism. Sometimes it was to afflict the clergy with a mistrust that made them afraid to speak until they could buttress their words with the magic formula, "Science says . . ." In either case the loss of religious authority became equally inevitable.

Within the past dozen years this hesitation has all but disappeared. Physical scientists now find their world of energy resting on foundations that sound more and more metaphysical with every new description, and psychiatrists acknowledge a welcome affinity between the results of their research and the insights voiced by religion 3,000 years ago. The contribution of science to the understanding of the physical and the psychic is no longer feared. Indeed it is welcomed. Re-establishment of the paramount authority of religion in the determination of values, and the importance of that determination to the living of a rewarding life has freed religion from its post-Victorian inferiority complex.

Likewise there is evident a new sense of social responsibility. Old jibes about the indifference of religion to anything except preparing its devotees for a blissful afterlife no longer have much point. The "pie in the sky" allegation looks pretty silly when set down alongside, let us say, the *Quadragesimo Anno* encyclical of Pius XI or the Social Creed of the Federal Council of Churches of Christ in America. Such a declaration as "religion is responsible for the character of civilization," which first began to gain wide currency among Western churchmen not more than 20 or 30 years ago, carries far-reaching implications. It leads, for example, to the Christian Socialist parties that are playing important roles in the rehabilitation of Europe and to the influence which, at San Francisco and subsequently, Catholic, Protestant and Jewish bodies have combined to wield in winning American popular support for the United Nations. Even in such debatable fields as race relations and industrial disputes, where the penalties for adopting an unpopular course are sure to be severe, this new sense of social responsibility is pushing the churches toward increasing attempts at intervention.

CONTINUED ON PAGE 112

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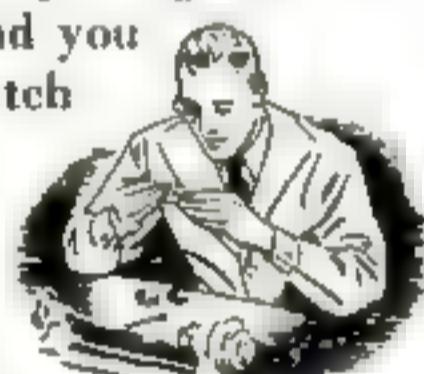
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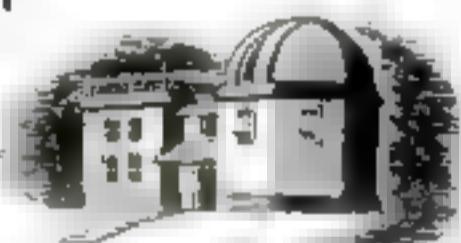


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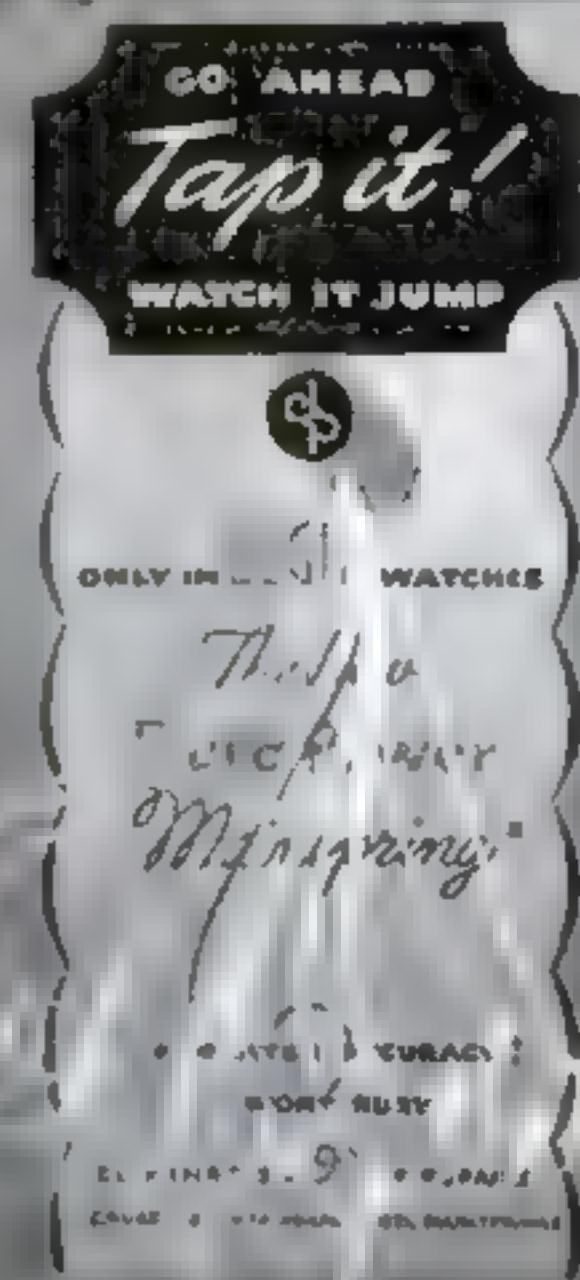
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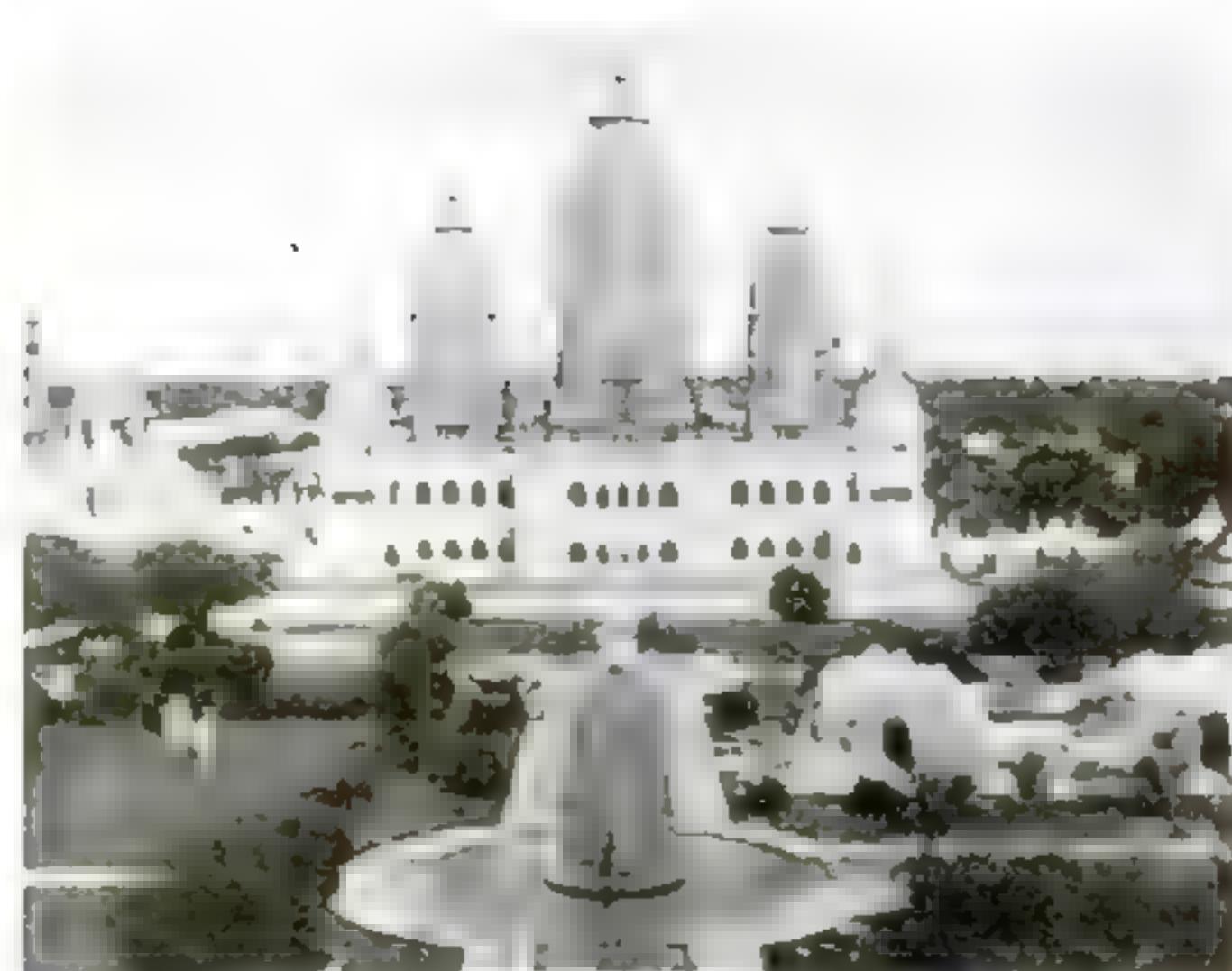
IN RAIN AND HAIL

IN SNOW AND SLEET



ON CHILLY DAYS, TOO

ON CHILLY DAYS, TOO



WHITE TEMPLE of Lakshmi-Narayan in New Delhi welcomes untouchables. Built by friend of Gandhi, it is symbol of Hinduism's reform of caste system.

RELIGION AROUND THE WORLD CONTINUED

Frequently these projections of the activity of organized religion into regions hitherto regarded as "secular," and hence out-of-bounds, raise problems which church leaders themselves would sooner avoid. Take the issue of separation of church and state as an illustration. Most American churchmen will insist that this is one of their most cherished national principles. Protestants have tried to claim it as peculiarly their own, but Al Smith, when a candidate for President, insisted that it is equally cherished by American Catholics. (It has never had much standing in either Protestant or Catholic Europe.) But the attempt to draw a line between church and state becomes increasingly difficult as the Federal Council of Churches, the National Catholic Welfare Conference and the Central Conference of American Rabbis find more and more in the work of the legislative and executive branches of government on which they believe it their duty to pass "the judgment of religion."

The rediscovery of moral law

STILL another indication of an awakened vigor in religion is the growing self-assurance with which it insists on the reality and authority of moral law. Contemporary civilization is desperately sick with ethical relativism. The "lost generation" of F. Scott Fitzgerald and Ernest Hemingway, which dragged mankind from the tragedy of 1914 to the catastrophe of 1939, was lost from the hour when it could no longer distinguish between good and evil, when it tried to sneer the whole moral problem out of court as nothing more than conventional custom. When ethics lapsed into the fashionable or the expedient, Hitler followed as the night the day.

But the very rise of the relativistic ethics of totalitarianism has brought religion into the lists as the champion of moral law. In one statement after another, Pius XII and his predecessor have insisted on obedience to the moral law as the only salvation for man and society. American Protestants, meeting to consider the requirements of a just and lasting peace, affirmed, "We believe that moral law, no less than physical law, undergirds our world. There is a moral order which is fundamental and eternal, and which is relevant to the corporate life of man and the ordering of human society. If mankind is to escape chaos and recurrent war, social and political institutions must be brought into conformity with this moral order." Gandhi, appealing for peace between the Hindus and Moslems of India, rests his whole case on the moral law.

That there are difficulties in the application of the moral law to the particular circumstances of the contemporary world, every thoughtful religious leader knows. But religion becomes of new moment in an age threatened with social disintegration when it declares that unshakable moral standards exist, that human destiny hangs on man's attitude toward these standards and that it is the business of man and all his institutions to try to bring all the activities of life into conformity with these principles.

Evidence of awakened vigor in the world of faith is not confined to Christendom. Most of the ethnic faiths are feeling new inner stirrings. Among Moslems this aroused religious consciousness is primarily political in source. With the Arab League emerging as a

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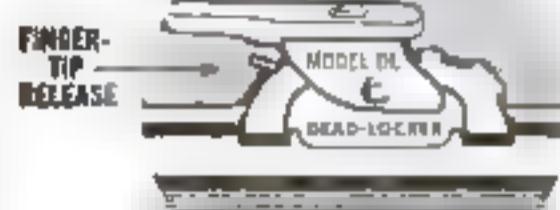
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THE PATRIARCH ALEXEI OF MOSCOW, head of the Russian Orthodox Church, is an object lesson for those Western religious leaders who hope that Christianity can find a *modus vivendi* with Communism. His church, existing by sufferance of an atheistic, totalitarian state, takes its orders from the state.

RELIGION AROUND THE WORLD CONTINUED

factor of major political importance and the Palestine imbroglio furnishing a propaganda issue for Moslems from Egypt to the borders of India, the sense of religious community, of the importance of being a Moslem and belonging among the faithful of Islam, is immensely heightened.

In India, likewise, there are signs of a newly vital religious interest. Gandhi's influence accounts for much of this. The insistence of the mahatma and his followers on reforms in Hinduism has provoked a corresponding stirring among Indian Moslems. Again the motive is primarily political, but the effect in enhancing the communal importance of religion is undeniable. Among other things this is producing a drive by both Hindus and Moslems to do away with the social ostracism of the 70,000,000 untouchables and to incorporate them fully in Hindu or Moslem communities. Dr. B. R. Ambedkar, most widely known outcaste leader, has proposed a mass movement from Hinduism to Islam. Hinduism is not blind to what the effect of this would be. Not only are numbers of Hindu temples and Hindu communal wells, in response to Gandhi's exhortations, being opened to the "depressed classes," but massive new temples are being built in which is taught a Hinduism purified of animistic corruptions, where the doors stand open to the outcastes. In New Delhi, for example, alongside the massive houses of government rise the gleaming white walls of the new Lakshmi-Narayan Temple, one of four such temples built at enormous cost in as many cities by the industrialist G. D. Birla, who frequently acts as Gandhi's "angel." Its marble halls hold shrines to Lord Buddha and the Sikh Gurus as well as to Lord Krishna. It rejects all caste distinctions. It proclaims that "God is one," that "Soul is imperishable" and that the worship of religious images is only a technique employed in "the kindergarten stage in the spiritual life of a man" to bring him to the point where he can "subdue his mind by yogic practices and acquire true knowledge of self." Young Hindus who had drifted away from the religious practices of their fathers are flocking back into the Lakshmi-Narayan Temple and its counterparts.

Even in Japan, where defeat has brought widespread disillusion with traditional religious forms, officials of the Allied military occupation report a rapid growth in certain Shinto sects whose teachings almost parallel those of Christian Science. One Buddhist authority predicts that the rigors through which Buddhism is pass-

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RELIGION AROUND THE WORLD CONTINUED

ing will lead to an inner regeneration by means of which that faith will regain a power among the Japanese masses that it all but lost in the later stages of the purportedly divine monarchy.

Judaism is a special and debatable case. There can be no question that among Jews there is greater consciousness of their "Jewishness" than existed in the pre-Hitler world. Zionism has become one of today's most explosive issues. Beneath and within Zionism surges an unmistakable mystical fervor. Yet the Zionists who have settled in Palestine are in most cases secularistic in outlook. Few of their communal settlements encourage any form of formal religious observance. The Marxism of many Zionist immigrants is rigidly orthodox in its adherence to the dictum that "Religion is the opiate of the people." If, therefore, Zionism is to be regarded as a new blossoming of the religious faith of Israel, this must be understood in terms of its spirit and its hidden motivations rather than of any eagerness for resurrection of the authority of synagogue and rabbinate.

The challenge of Communism

THE inescapable challenge which beyond all others confronts the world of faith today arises out of Communism. Within 30 years, more than a fifth of the world's habitable land has passed under Communist rule or guidance. Fanatic Communist parties are grasping for power all over Europe and in many parts of Asia and Latin America. Communism is officially atheist. The Comintern declared in 1928, "The ultimate aim of the Communist International is to replace world capitalist economy by a world system of Communism. . . . It will bury forever all mysticism, religion, prejudice and superstition. . . ." That pronouncement has never been modified. Yet Communism, with its unflagging zeal for converts, seems to be as much a religion as a system of politics and economics.

Communists scorn such an interpretation. They hold that theirs is simply a "scientific" application of the teachings of history to the problems of man's livelihood and social organization. Not only a scientific system of government but the only such system. Religion in all its forms they lump, as in the quotation from the Comintern program, with superstition. It is something designed to deaden the masses to their exploitation at the hands of capitalist masters. Yet Communism reproduces the characteristic marks of organized religion more faithfully than do many of the churches. It has its sacred scriptures, its inspired revelators, its dogma, its heresy trials, its excommunications, its saints, its martyrs, its demonology, its ruling hierarchy, its pope, its consecrated priesthood, its missionaries, its proselyting passion, its initiatory vows, its sacred shrines, its apocalyptic future to compensate for a grim present. Save in the purposes for which they exist, there is little difference between the international of the Kremlin and of the Vatican. And in the spirit which inspires Communists there is a limitless devotion and often a concern for human salvation that can hardly be understood except as the oblation of a religious zealot.

Thus understood, Communism and Christianity become the great rival faiths of this desperate time. Theirs is a struggle for men's souls. Hence the Pope is right in calling Communism the supreme enemy of Christianity, and the American bishops he sent to Japan last summer were consistent when they proposed common action with Buddhists to oppose the Communist advance. Contemplating the fate of Western Europe from the Vatican today, Pius XII must feel in an advanced and beleaguered citadel. After all Trieste is hardly more than an hour's bomber flight from Vatican City.

Many religious leaders in the West, apprehensive at the possible results of the implacable opposition to Communism proclaimed by the Pope and responsive to the humanitarian goals that are avowed aims of Communist society, shrink from facing the reality of this challenge. In some way they apparently believe the differences can be transcended, the tensions resolved and Communism and Christianity find a way to live together in peace and mutual regard.

Yet the fact is that Christianity believes one thing about the nature of the universe, and Communism believes the opposite. Christianity believes one thing about the nature of man, and Communism believes the opposite. Christianity believes one thing about man's destiny, and Communism believes the opposite. Christianity believes one thing about the nature of morality and the basis of ethics, and Communism believes the opposite. Christianity believes one thing about the primary goals of life, and Communism believes the opposite.

Under these circumstances, how can there be any true accommodation or even a prolonged truce between these two faiths—unless, that is, one or the other modifies its nature and creed? The unlikelihood of that prospect points to the conclusion that as Com-



blueprint of a perfect cocktail

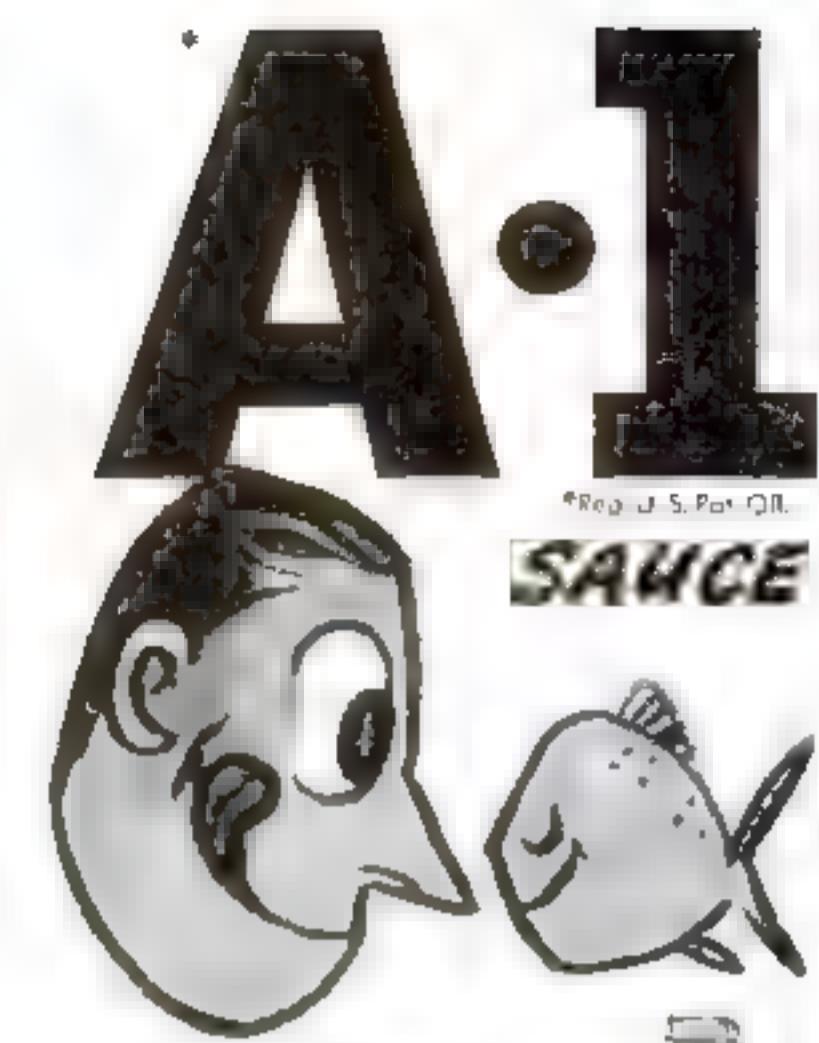
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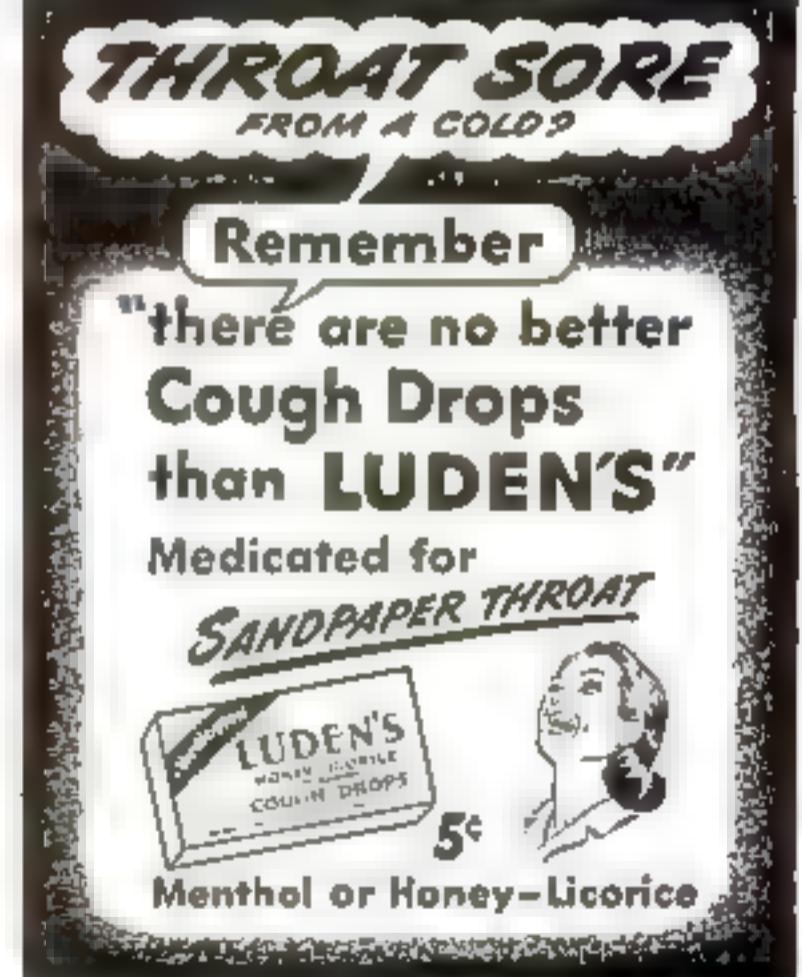
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RELIGION AROUND THE WORLD CONTINUED

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but she doesn't care.



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Knows what to take.



Company coming,
Head starts to ache.

munism spreads—if it continues to spread—the tension between it and religion will grow. However distasteful the fact, Christianity needs to realize that it is just at the beginning, and not nearing the end of its struggle with this materialistic faith.

This is by no means to suggest that the Communist challenge indicates a weakening of Christianity. The police character of the Communist state when experienced in actual practice, the helplessness of the individual in the hands of a totalitarian order, the mocking meaning which is attached to terms like "freedom" and "democracy" and "virtue" within a Communist society—such things are ending the religious indifference of thousands of Europeans. They account for the spectacular rise of the "Christian" political parties. In this sense a militant Communism may prove to be the awakener of new religious loyalties, the welcome executioner of a stultifying period of religious indifferentism and formalism.

Yesterday's accusation that religion is the servant of reaction no longer carries conviction. True, there are sorry pages in the record of man's past when religion has been that. And there are spots where a timid and tradition-bound ecclesiasticism still supports an outworn order. Who would deny it? But in this world in which we now find ourselves—

... as on a darkling plain
Swept with confused alarms of struggle and flight,
Where ignorant armies clash by night.

—it is not everywhere or characteristically so. Did religion serve Hitler's reaction? Does Clement Attlee see in it a servant of reaction when he says that the British Labor party is animated by the socialism of the New Testament, more than of Marx? Is it a reactionary influence in the awakening East? What is the implication when reactionary interests in the U.S. launch costly propaganda campaigns to curb the "meddling" of religion? No, religion can no longer be dismissed as a force facing backward.

But is it a force that will open the way by which mankind can go forward? Man nears the climactic crisis of his desperation. Not all the jaunty words of the generals and admirals can exorcise Hiroshima. The atomic bomb is a reality; its magnification without moral controls is a promise of obliteration. As W. H. Auden puts it:

The subatomic gulfs confront our lives
With the cold stare of their eternal silence.

Where is man to find the way of escape from this terror which he himself has fashioned? Through politics? Observe the United Nations organization! Through science? Observe the consternation of the atomic physicists! Through his technics? Observe the mounting carnage on the battlefields of industry! Then will man find the way through religion? Who can tell? But it is worth remembering that it was not a bishop or a priest but a victorious general in the hour of his victory who stepped on the deck of the battleship *Missouri* to warn a listening world: "We have had our last chance. . . . The problem [of survival] basically is theological and involves a spiritual recrudescence."



LENIN'S TOMB (lower right) is Communism's Holy Sepulcher. Communism has all the earmarks of a religion and its central shrine arouses far more "religious" fervor than does the St. Basil's Cathedral across Red Square (left, rear).

When Your Eyes Are Tired DO THIS

MAKE THIS SIMPLE TEST TODAY

Into each tired eye, put two drops of safe, gentle Murine. Then feel your eyes relax. Feel that delightful, soothing, refreshing sensation that comes—instantly.

Murine is a scientific compound of seven important ingredients that cleanses, soothes and refreshes the delicate tissues of the eye—gentle as a tear—Murine gives tired eyes the feeling of "hours of rest" in seconds.

MURINE FOR YOUR EYES

For foot comfort, too!

QUEST

All-purpose DEODORANT

The positive deodorant powder that destroys all body odors!



'INVISIBLE' LIQUID promptly relieves misery of SKIN RASHES

Also
Aids
Healing



To promptly relieve itching, burning of skin rashes, Eczema, Athlete's Foot and similar skin and scalp irritations due to external cause—apply wonderful medicated liquid Zemo—a Doctor's formula backed by an amazing record of 40 years' continuous success.

Apply invisible Zemo any time—it won't show on the skin. The first trial of Zemo convinces. All drugstores, 3 sizes.

ZEMO

comes your face...

U^p

...fresh, exposed under the new

Stetson surging silhouette. Up and away from the covered closeness of winter, Stetson rolls brims with high, handsome, head-fitting boldness. All in soft-as-a-breeze Stetson fur felt. Right: Freshet, head-

hugging, high bumper. Center: Aereo, surging sailor silhouette with a new slant.

Left: Buoyant, clean-swept shape with Spring's softer suits.

Prices of Stetson Millinery start at \$6.95

Stetson Millinery

AT LEADING STORES OR WRITE TO STETSON HATS, INC.

426 FIFTH AVENUE, N. Y. ALSO MADE IN CANADA



Have you ever wondered why whiskies were aged for years in charred wood? It is the wood that balances and smooths and enriches the full, natural flavor of the distilled ingredients. Here artist Robert Benney pictures barrels of great base whiskies that are destined for Imperial. They are being moved into the rackhouse for the long resting period that will bring these whiskies to maturity. You, too, are welcome to see how Hiram Walker's 89-year-old talent creates fine whiskey at the Peoria distillery. The next time you order whiskey, choose Imperial—as more and more knowing men are doing every day.



It's good to know!

IMPERIAL
Reg. U. S. Pat. Off.

is made by Hiram Walker

86 proof Blended Whiskey. The straight whiskies in this product are 4 years or more old.
70% straight whiskey, 70% grain neutral spirits. Hiram Walker & Sons, Inc., Peoria, Ill.





NEW YORK SOUP MAKER FRANCESCO CASTELLI GIVES THIRSTY TURTLE A DRINK OF WATER WHILE IT WAITS IN HIS STORAGE ROOM TO BE BUTCHERED FOR BROTH

TURTLE SOUP

Gloomy reptiles in a steamy room
wait to be made into brown broth

Green sea turtles are huge melancholy reptiles which resemble 250-pound plastic sandwiches with legs. They are not common in U.S. markets. But because inflation has increased the number of American gourmets, green-turtle soup now sells briskly at \$1 a quart in many food stores.

This phenomenon has meant big business for Moore and Co. Soups, Inc. of New York, which now renders 5,000 Caribbean turtles into 600,000

quarts of broth annually. But Moore's prosperity is not without its disadvantages. Now more and more soup turtles have to be kept alive in a dim, steamy storage room, where they eat nothing and emit loud, shuddering sighs. This grieves Moore's president, Mr. Francesco Castelli, a tenderhearted man. "Sometimes I'm in my office late at night," he says, "and I hear those turtles sighing in the next room and I don't know. I just don't know."



Clear eyes... should be treasured!

You know your eyes lose all their attractiveness when they're strained and tired. But do you know the most pleasant, easy way to keep them clear and refreshed? It's with delightfully soothing Eye-Gene.

Just two drops of safe, colorless and refreshing Eye-Gene quickly clears away that tired look when your eyes are strained from reading, close work, sun glare, the movies—from driving—late hours, over-indulgence, or smoke. Eye-Gene contains Lexatol*, an ingredient not found in any other

eye lotion, which makes Eye-Gene so effective so quickly!

Today, at your drug store or toiletry counter, remember to ask for gentle Eye-Gene in its handy eye-dropper bottle. Eye-Gene is safe, pleasant, easy-to-use...comes in 20¢, 60¢ and \$1 sizes.

EYE-GENE eye drops

*Registered Trademark

Thank the Indians
for this...



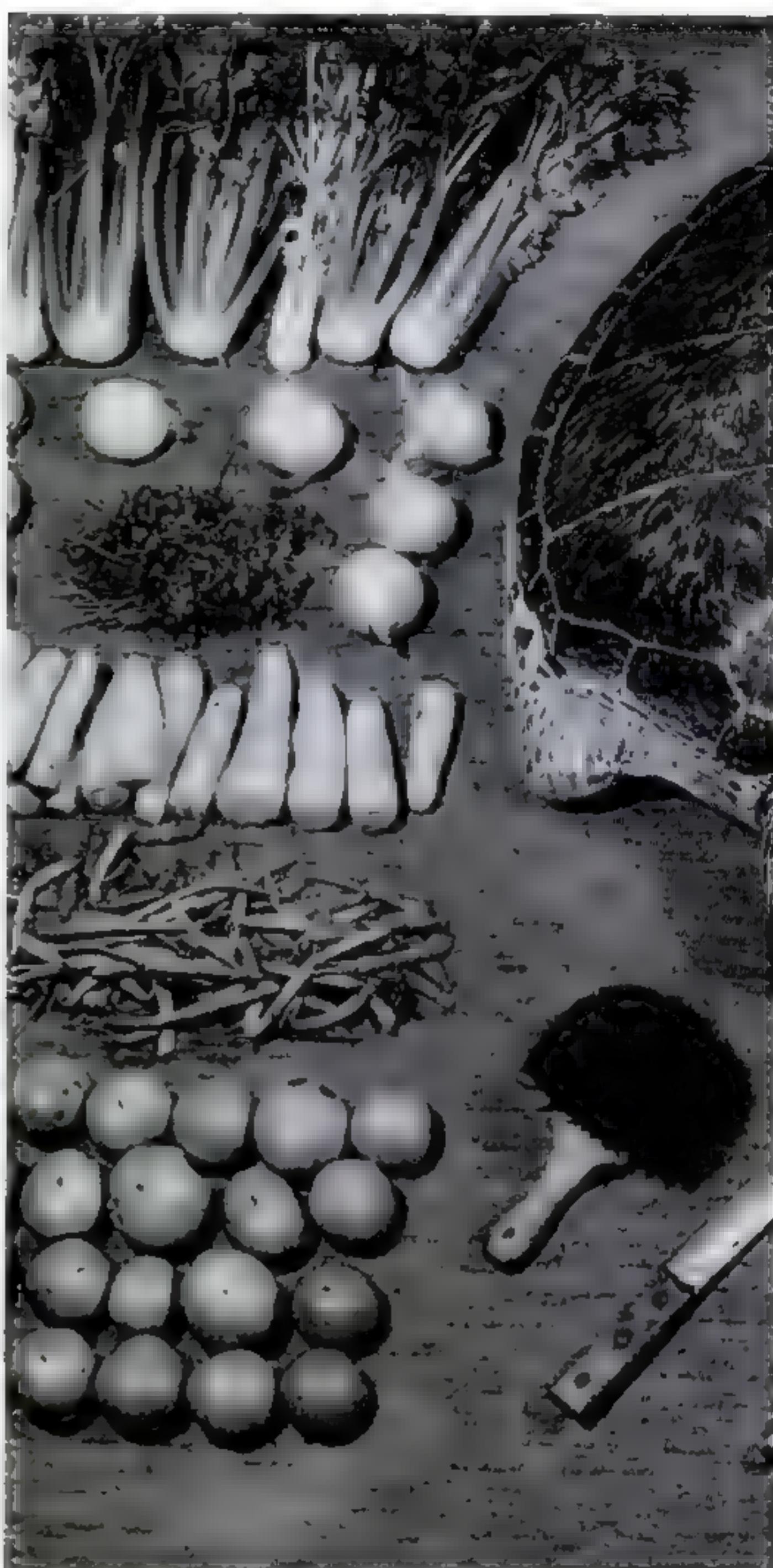
• From Dan'l Boone on, men have reckoned moccasins as comfortable as they come. Here, Walk-Over stylists adapt the idea to a rugged shoe whose pliant leather puts your feet instantly at ease. Casual—yet crisp!

WALK-OVER
YOUNG MEN STYLES



Geo. E. Keith Company
Brockton 63, Mass.

Turtle Soup CONTINUED



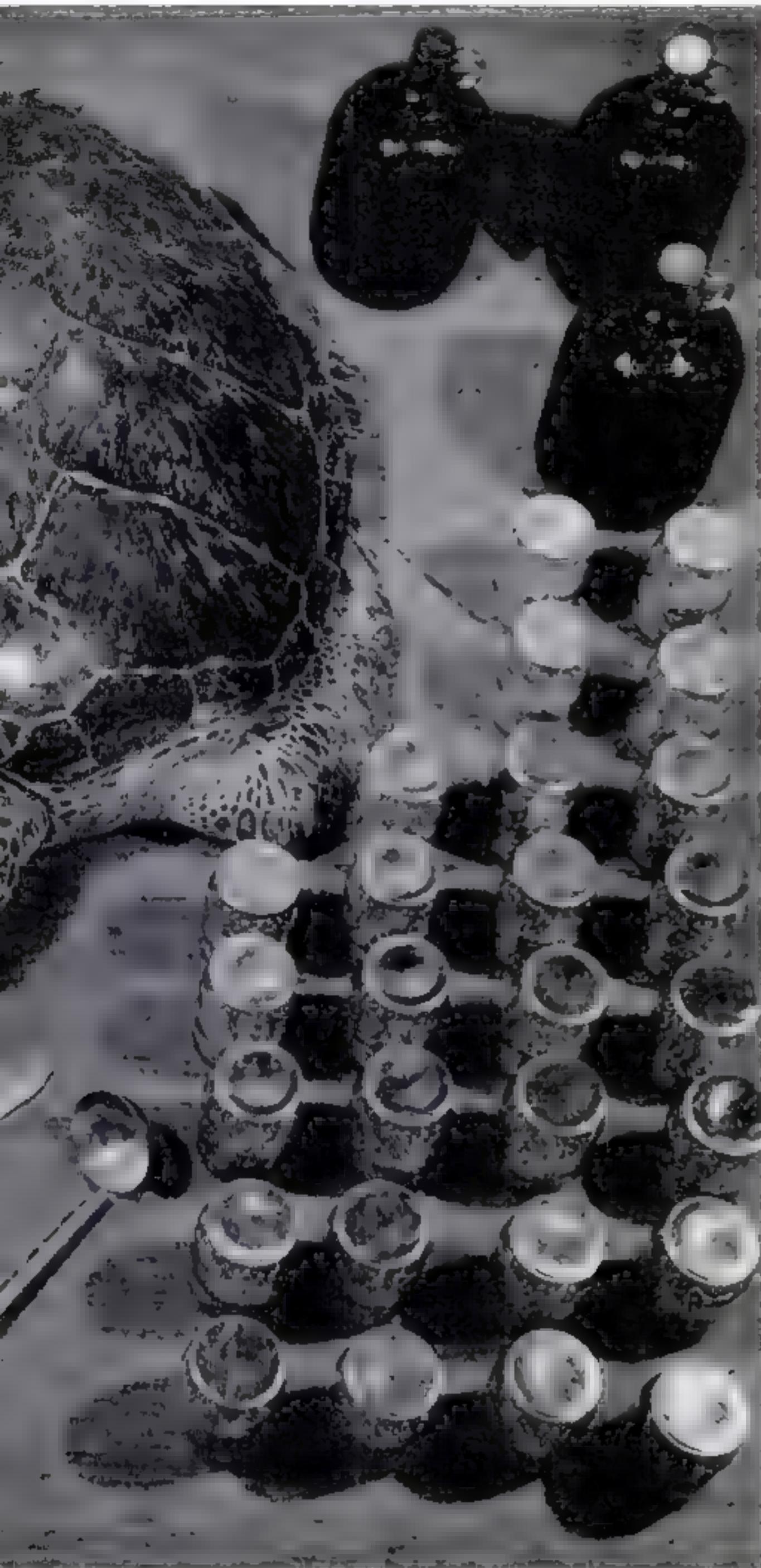
INGREDIENTS FOR TURTLE SOUP INCLUDE VEGETABLES, WINE, SPICES AND

IT TAKES 35 INGREDIENTS TWO DAYS TO COOK INTO A GOOD TURTLE SOUP

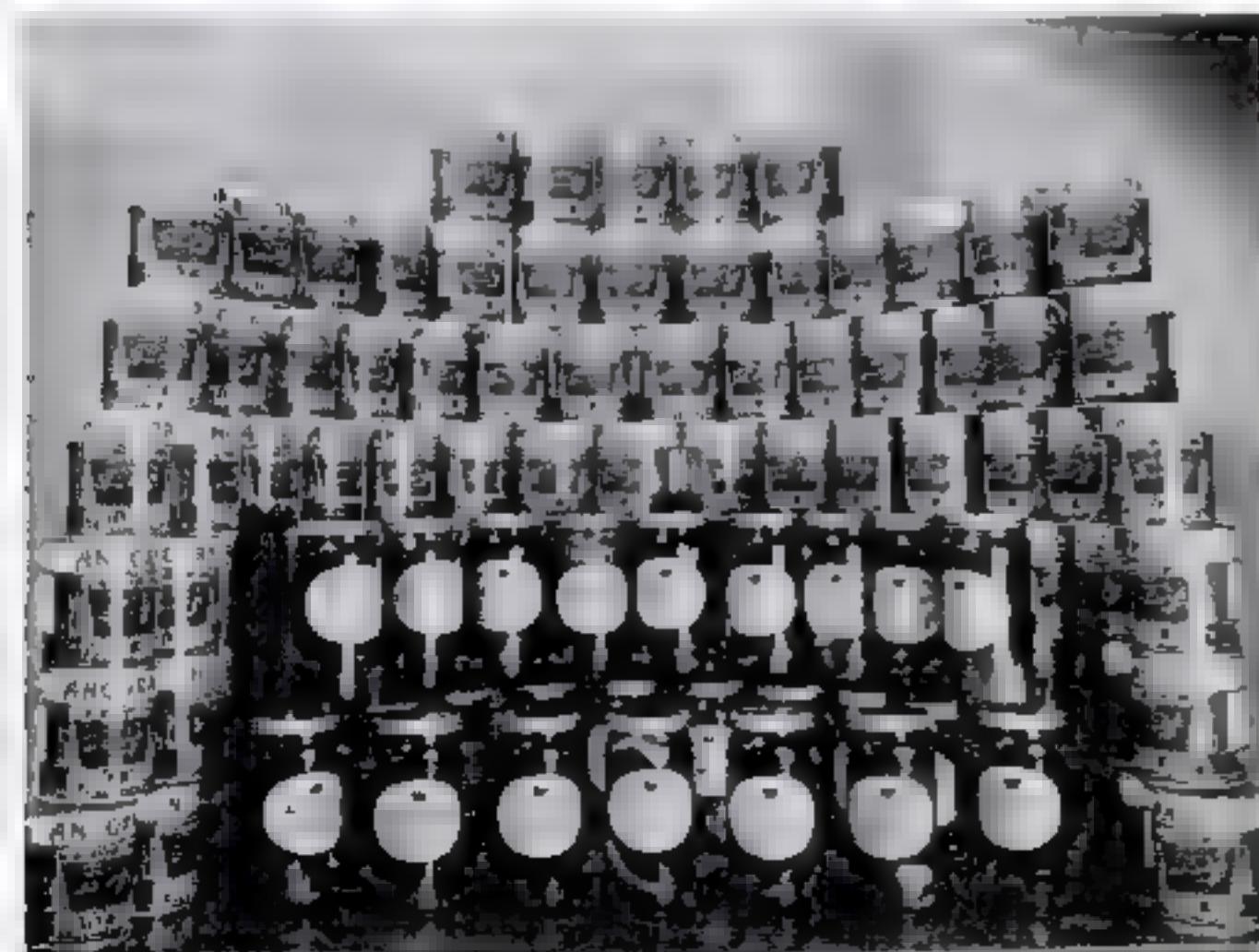
The recipe for good turtle soup is simple, but ingredients (above) are not all easy to obtain. The first item is a large green turtle, weighing between 150 and 250 lb. Then come 15 lb. of tomatoes, string beans, carrots, onions, parsley and celery. Next: 3 gal. of sherry, preferably about 40 years old. Last come 50 oz. of herbs and spices, including 27 different kinds (jars in top picture). Mr. Castelli will name nine of them: bay leaf, cinnamon, allspice, thyme, sage, marjoram, rosemary, garlic and spiced onion powder. The rest comprise the secret of Mr. Castelli's turtle soup. Utensils are a knife, tasting ladle and brush for cleaning the shells.

To make soup, simply decapitate the turtle, hack off the flippers and shells and cook them for seven hours. Then add other ingredients and continue cooking. The whole operation takes two 14-hour days.

All this makes five cases of soup (right). It is nutritional and is used widely for recuperating hospital patients. It is also used for hangovers.

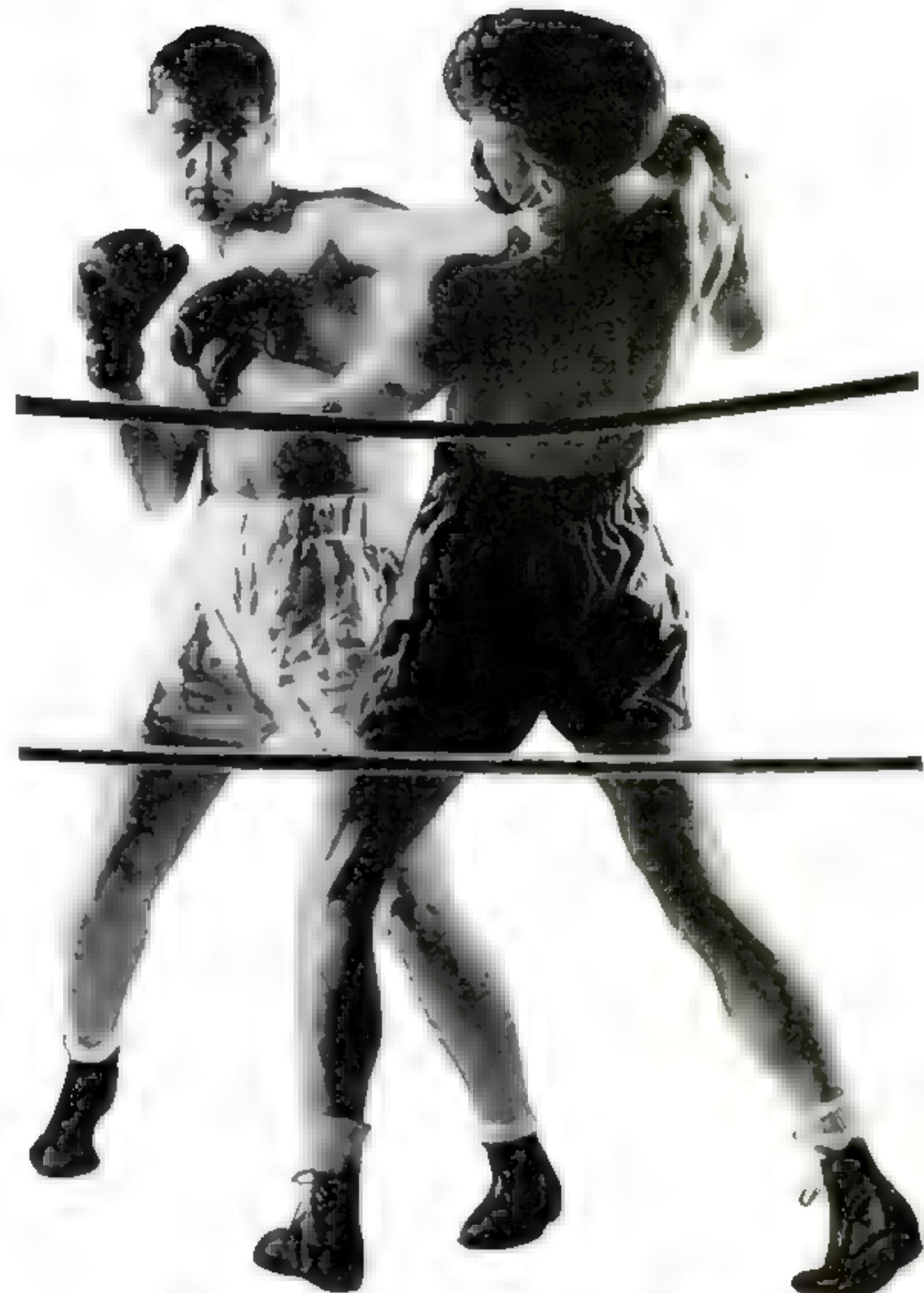


LIVE TURTLE, WHICH STARES FIXEDLY AT GLEAMING BUTCHER KNIFE



THE SOUP from the ingredients above fills 120 35 oz. containers. It is sometimes packed in cans, sometimes in jars but is still the same beautiful soup.

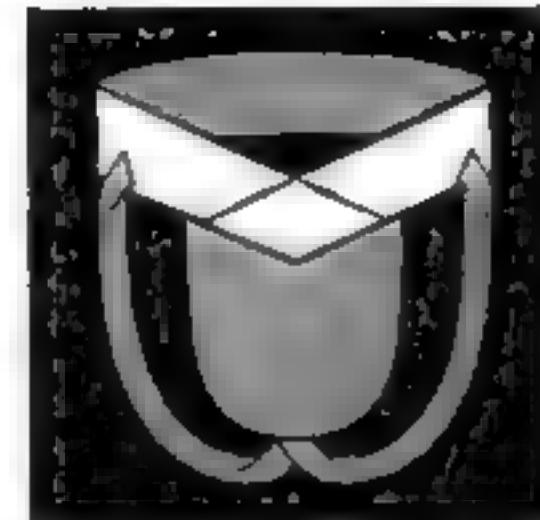
CONTINUED ON NEXT PAGE



This 

Kayos

Discomfort



You enjoy the action in a good ring fight. For your own regular exercise, you may turn to handball, tennis, golf or other sports. In these you also need protection of a good supporter. Why not enjoy comfort-in-action with the Johnson & Johnson Supporter?

Its V-FRONT* eliminates discomfort. The construction creates lifting action. That means the pouch stays put—will not slip down and back between the legs where it might chafe.

We are confident you'll find it the most comfortable supporter you've ever worn. You feel fine—look trim. Made by Johnson & Johnson—famous for quality for fifty years. Buy your V-FRONT Supporters at drug, sporting goods or men's-wear stores. TRUMP and TUXEDO for all-purpose use. RUGBY with 6-inch waistband for greater abdominal support.

Write to Johnson & Johnson, New Brunswick, N. J., for descriptive folder.

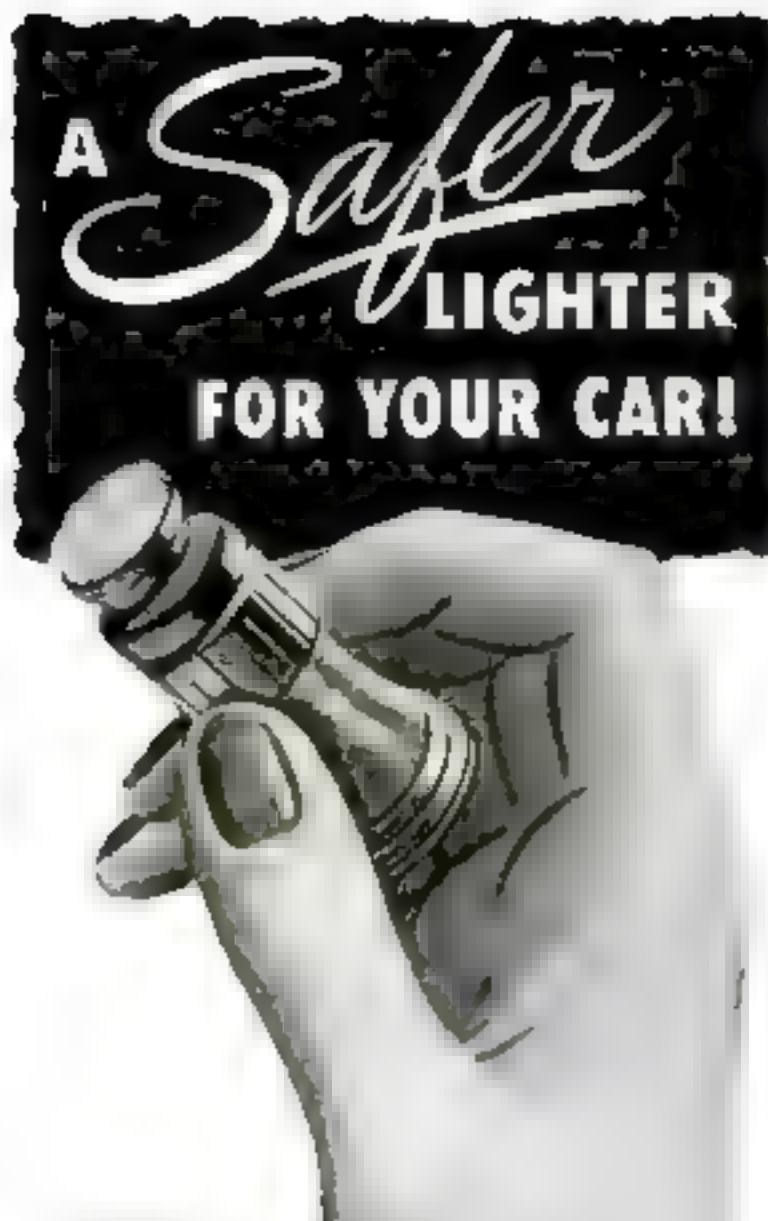
*Patent Pending

Johnson & Johnson

ALL-ELASTIC

V-FRONT SUPPORTERS

Turtle Soup CONTINUED



NEW SANTAY "S.E."
AUTOMATIC CIGAR LIGHTER

A better Cigar Lighter four ways
1. SAFER, because of an automatic heat cut-off within the Cartridge! Should the Cartridge ever fail to pop out, current will cut off automatically. Danger of fire and car damage is practically eliminated.

2. SPEEDY RE-HEATING
3. MORE UNIFORM PERFORMANCE
4. MORE PRED-ABLE.

Ask your dealer for the new SANTAY "S.E." Automatic Cigar Lighter!



NEW
Transparent
PLASTIC HOSE



SO LIGHT, A CHILD CAN CARRY IT!

Weights 1/3rd less yet runs more water. Extremely tough, more resistant to summer sun-light! No more cracks, leaks, tipping. Resists oil, greases, acids, alkalies, solvents. New patented fittings: "The harder you pull the tighter they grip". Less bulk, easier to handle and store. **GUARANTEED FIVE YEARS!** Look for it at your local dealers.

Santay
PRODUCTS FOR
AUTO AND HOME
SANTAY CORPORATION
307 NORTH CRAWFORD AVE.
EVANSTON, ILLINOIS



IN A CROWDED STORAGE ROOM cooks walk on turtles to select one. The turtles are put on their backs, with flippers trussed, to keep them quiet.



THE LAST MILE for trussed-up turtle is wheelbarrow ride to the kitchen. The meek turtles do not struggle but sometimes stare reproachfully at cooks.

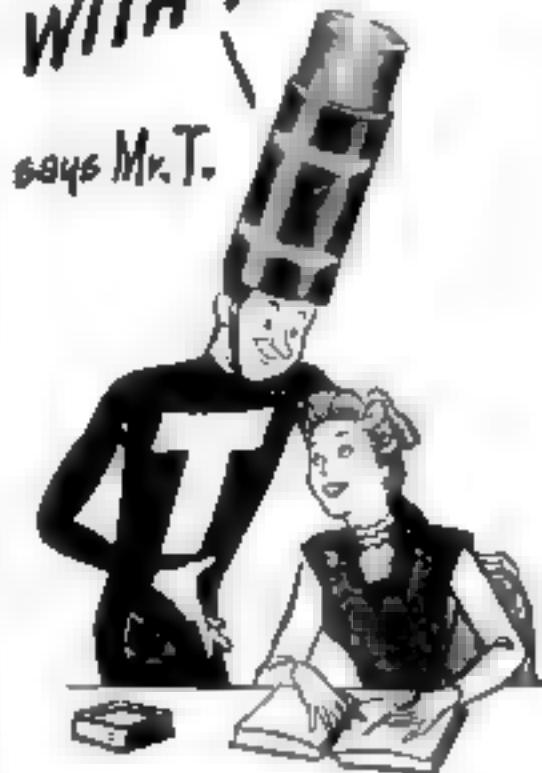


COOKED TURTLE is taken out of cauldron after preliminary boiling, to be cut into small pieces for the soup pot. Here chef pulls out forkful of flippers.

© 1954 DIXON TICONDEROGA 1396 N2

"I'VE GOT A WAY WITH FIGURES,"

says Mr. T.



"With my strong, smooth-writing lead, I get around and through a column of figures in a way that delights the busiest book-keeper. And, when necessary, my locked-in-plastic rubber eraser so easily, quickly clears away any figures."

"So," says Mr. T., "I'll bet my plastic hat you'll like

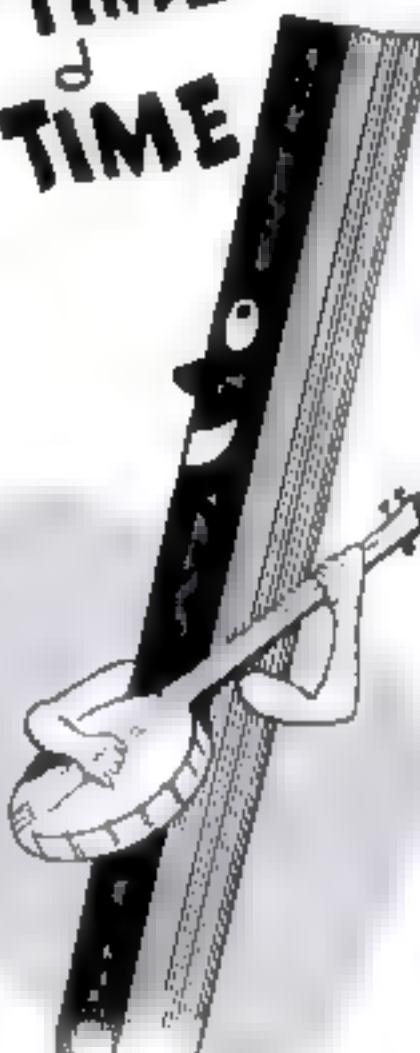
DIXON

Ticonderoga,

The famous pencil with green and yellow plastic
Joseph Dixon Crucible Co., Dept. 48-58, Jersey City 3, N. J.
Canadian Plant: Dixon Pencil Co., Ltd., Newmarket, Ont.

**STORM TIME
IS MY TIME**

F



Yes, but I need to be in good shape to do my job well. So if your wiper blades are old, get a pair of new Trico 5-ply blades today. And on those rare occasions when other parts of your wiper mechanism need replacement, look for the sign which identifies authorized Trico Service Stations...located in motoring centers throughout the United States for the protection of the millions of cars and trucks on which Trico is standard equipment.



Trico Products Corporation, Buffalo 3, N. Y.

CONTINUED ON PAGE 127



Send for free copy of Welch's Mother-Daughter Cook Book, Dept. 4, The Welch Grape Juice Company, Westfield, New York.

Copyright 1947 The Welch Grape Juice Company

FOUR mula for value



Business



Sportswear

"Operation Value" is another name for most-for-your-money Surretwill. The fabric has the luxury look...rich, suave to the eye. And the quality "feel"...soft, smooth to the touch, yet firm and rugged. An unusually versatile, all-wool cloth by Pacific Mills. And when teamed exclusively with Rose Brothers' impeccable tailoring, Surretwill becomes an even greater value because it's perfect attire for business, sportswear, week-ending, evening. That's right; it's 4 suits in 1 at the modest price of one!



Week-ending



Evening



Rich, distinctive solid tones. Available in limited but steadily growing quantities at America's leading stores from coast to coast. Surretwill suits \$45. Harmonizing slacks \$14.95.

For further information address Rose Brothers, 275 Seventh Avenue, New York 1; or Pacific Mills, Worsted Division, Retail Service Bureau, 200 Fifth Avenue, New York 10.



LOOK TO THE *Fabric* FIRST—BUY PACIFIC

Turtle Soup CONTINUED

TERRAPIN STEW IS TASTY BUT COSTS \$15 A QUART

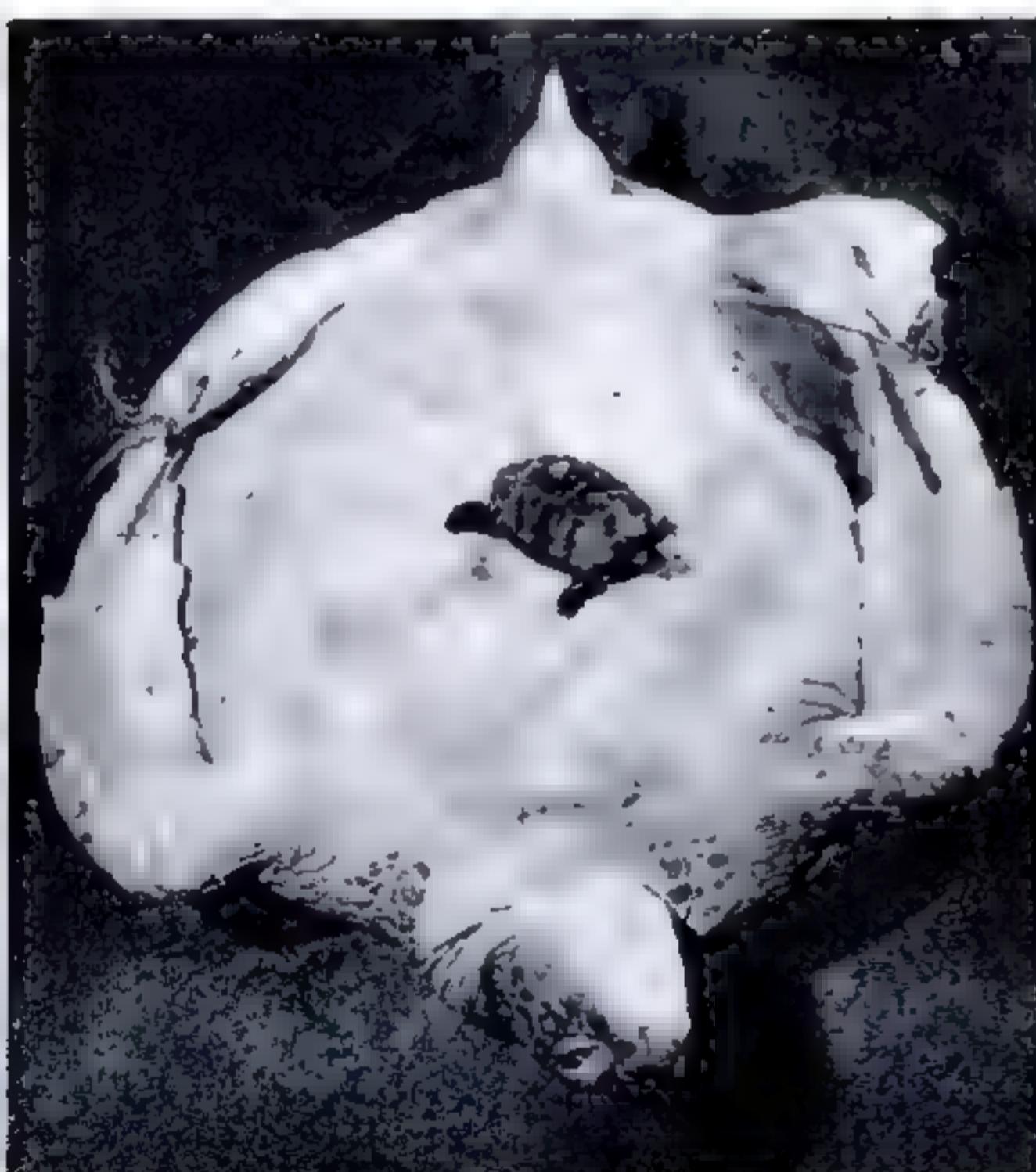
A much costlier delicacy than turtle soup is terrapin stew, which is also produced by Moore and Co. A quart of the stew (right) costs \$15 and is made from southern diamondback terrapins, with butter, eggs and spices (below). Maryland-style stew, made with cream, is tawny in color. Baltimore style, made without it, is brown. Both types omit or include terrapin eggs according to gourmet's preference. Terrapins for stew, five to six inches long, contain many small bones which are hard to extract. Unlike sea turtles, terrapins are alert, surly and shiftless. Sometimes they snap at their handlers and they often escape and hide under radiators when the cooks come to get them.



TERRAPIN STEW WITH ZEST



STEW INGREDIENTS include aged sherry and cream (top), terrapin meat (third row), butter, pepper, arrowroot, terrapin and chicken eggs (bottom).



FRISKY TERRAPIN crawls across sea turtle in Moore's storage room. Soup makers pay about \$4 for terrapins, sometimes as much as \$60 for sea turtles.



GORDON'S
REG. U. S. PAT. OFF.
ESTD 1769
4/5 QUART
94.4 PROOF
DISTILLED & BOTTLED IN THE U. S. A. BY
THE DISTILLERS COMPANY LIMITED
LINDEN, NEW JERSEY
GORDON'S DRY GIN COMPANY LIMITED
LINDEN, NEW JERSEY
ACCORDING TO THE FORMULA OF
TANQUERAY GORDON & CO. LTD.
LONDON, ENGLAND
THE HEART OF A GOOD COCKTAIL

There's no Gin like Gordon's

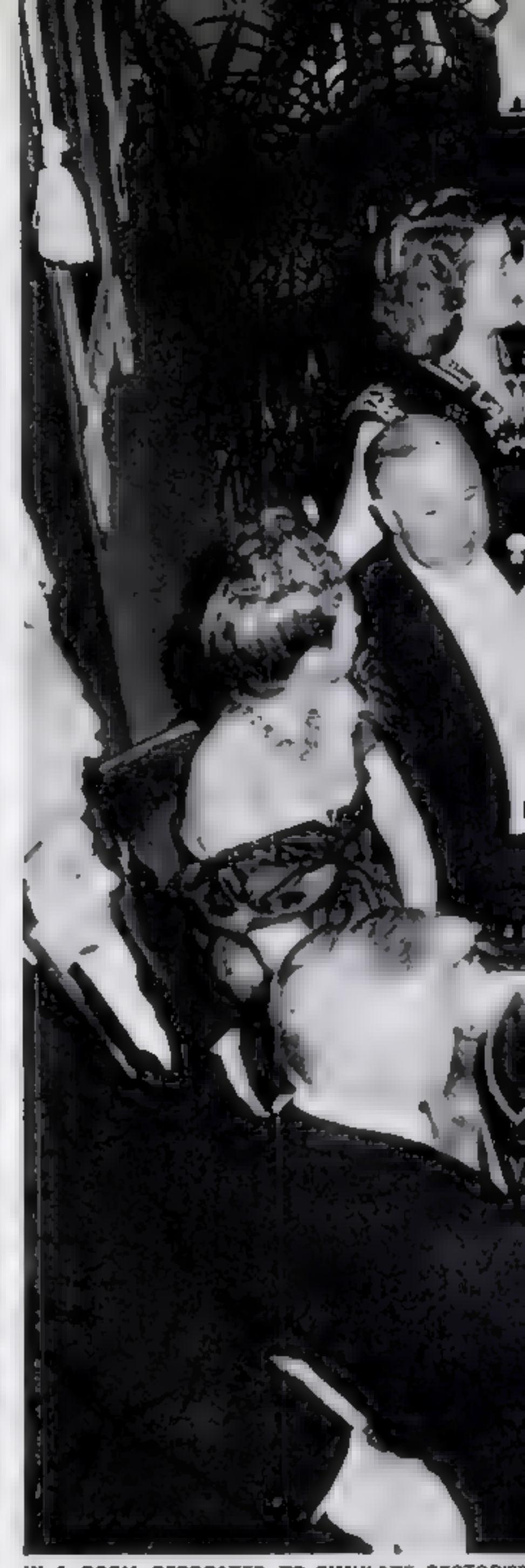
BECAUSE OF LIQUEUR QUALITY and HIGH PROOF 94.4
DRINKS NEVER TASTE THIN WITH . . .

Gordon's Gin

Temporarily, GORDON'S GIN is being shipped in the round Victory bottle . . . 100% NEUTRAL SPIRITS DISTILLED FROM GRAIN • GORDON'S DRY GIN CO., LTD., LINDEN, N. J.



MRS. BAY AS ACTRESS



IN A ROOM DECORATED TO SIMULATE RECTOR'S



LIFELIKE RUBBER MASKS were worn at the ball to impersonate personalities of the period. Shown here are Thomas Alva Edison and Singer Anna Held.



OLD RESTAURANT, WHITE-MUSTACHED GEORGE RECTOR WELCOMED THE COSTUMED GUESTS. ON HIS LEFT IS MRS. FROTHINGHAM WAGSTAFF, CHAIRMAN OF THE BALL.

Life Visits "Rector's" for a Gay Nineties Party

Anna Held, the Dolly Sisters and the Duse reappear at New York ball

When they feel nostalgic, city-bred New Yorkers like to reach back to golden memories of the plush 1890s, when Lillian Russell's bustle and Anna Held's 19-inch waist caused heartthrobs, and the custom of drinking champagne out of a slipper was not complicated by open-toe shoes. Last month the New Yorkers shown in these pictures did more than feel nostalgic. They dressed up in appropriate 1890 costumes and went to a ball at The Waldorf-Astoria Hotel, where a room had been decorated to resemble a famous old New York restaurant.

This restaurant was Rector's, whose baroque trappings and fabulous food made it a Broadway landmark. Songs were written about Rector's. Sarah

Bernhardt, Diamond Jim Brady, John Jacob Astor went there for lobstersuppersaster theater. Stanford White dined there. So did Harry Thaw, who murdered him and who died himself only two weeks ago. Rector's son George was sent to Paris to study under the finest chefs in the world, came back with sole *Marguery*, crabmeat *Mornay*, lobster *Thermidor*.

But the boom did not last. Rector expanded, built a hotel which failed in 1913. Son George then tried a lavish cabaret, but Prohibition ended that. Now 68, with fine red cheeks and white whiskers (above), he consented to help the Outdoor Cleanliness Association, which gave the ball, make \$10,000 which will be spent to keep his city beautiful.



TEDDY ROOSEVELT, portrayed by Jeffrey Doyle, walzes with Virginia Farnell as Mrs. George Gould, the actress daughter-in-law of famous Financier Jay Gould

Babies are smothered that way!



DOLLY
sleep with your baby

WARNS THE NATIONAL SAFETY COUNCIL

You want to take him into your bed . . . cuddle him for just a little while. He's so cute . . . and so sleepy. But you, too, are tired. There's the hazard. You may fall asleep and wake up heartbroken.

That many babies are smothered this way is pointed out by the National Safety Council, which serves us all as a great clearing house of safety information. The Council urges you: "Make sure of baby's health and safety by sleeping him in his own bed, out of drafts."

We of Storkline are happy to give national circulation to the Council's advice, because our business for 30 years has been devoted to better

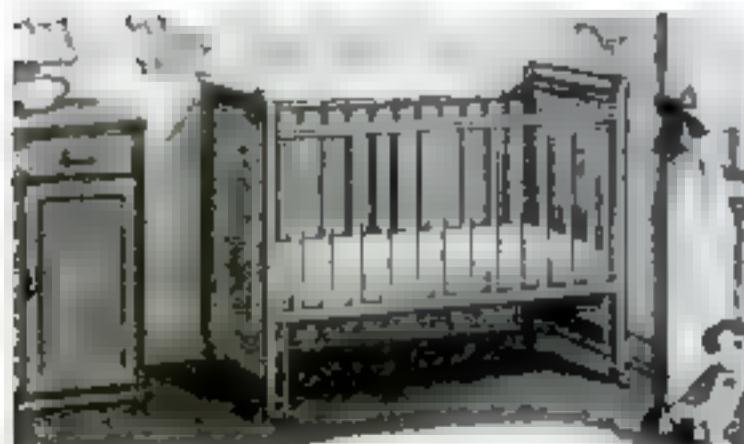
things for mothers and babies . . . nicer, more convenient, safer things. In all the world, we are the largest manufacturer of infant and juvenile furniture and baby carriages.

Storkline things are thrilling with their special safety and comfort features. See them at a local department, furniture or juvenile store. You'll find it true, as thousands of parents have discovered: *Storkline thinks of everything.*

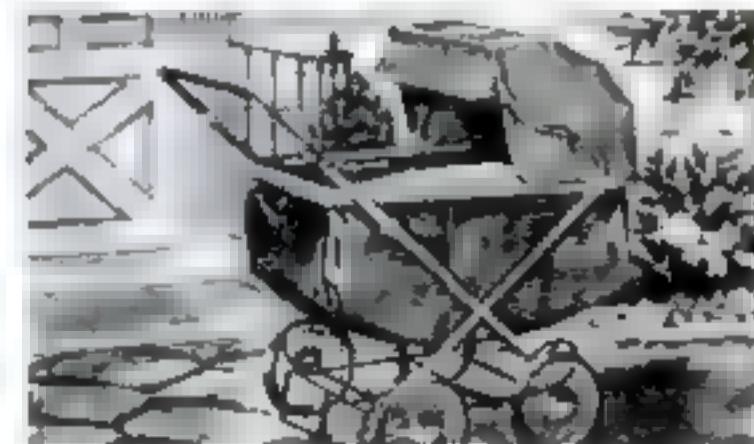
FREE We'll send you the National Safety Council's excellent leaflet of safety rules for Mothers. Address Storkline, Dept. B-2, Box 7570, Chicago 80, Illinois.

STORKLINE FURNITURE CORPORATION
Chicago • New York

 **Storkline**
THINKS OF EVERYTHING



Skilled Storkline engineers design cribs for safety as well as good looks. Close-together slats and drop sides that respond only to a grown-up's fingertip touch. The ends are draft-free; the springs firm and smooth.



Wonderful thing about this handsome Storkline Carriage is that it folds and unfolds like a fan. And, too, the handle adjusts easily to your height. It stores in practically no space at all and it rides like a dream.

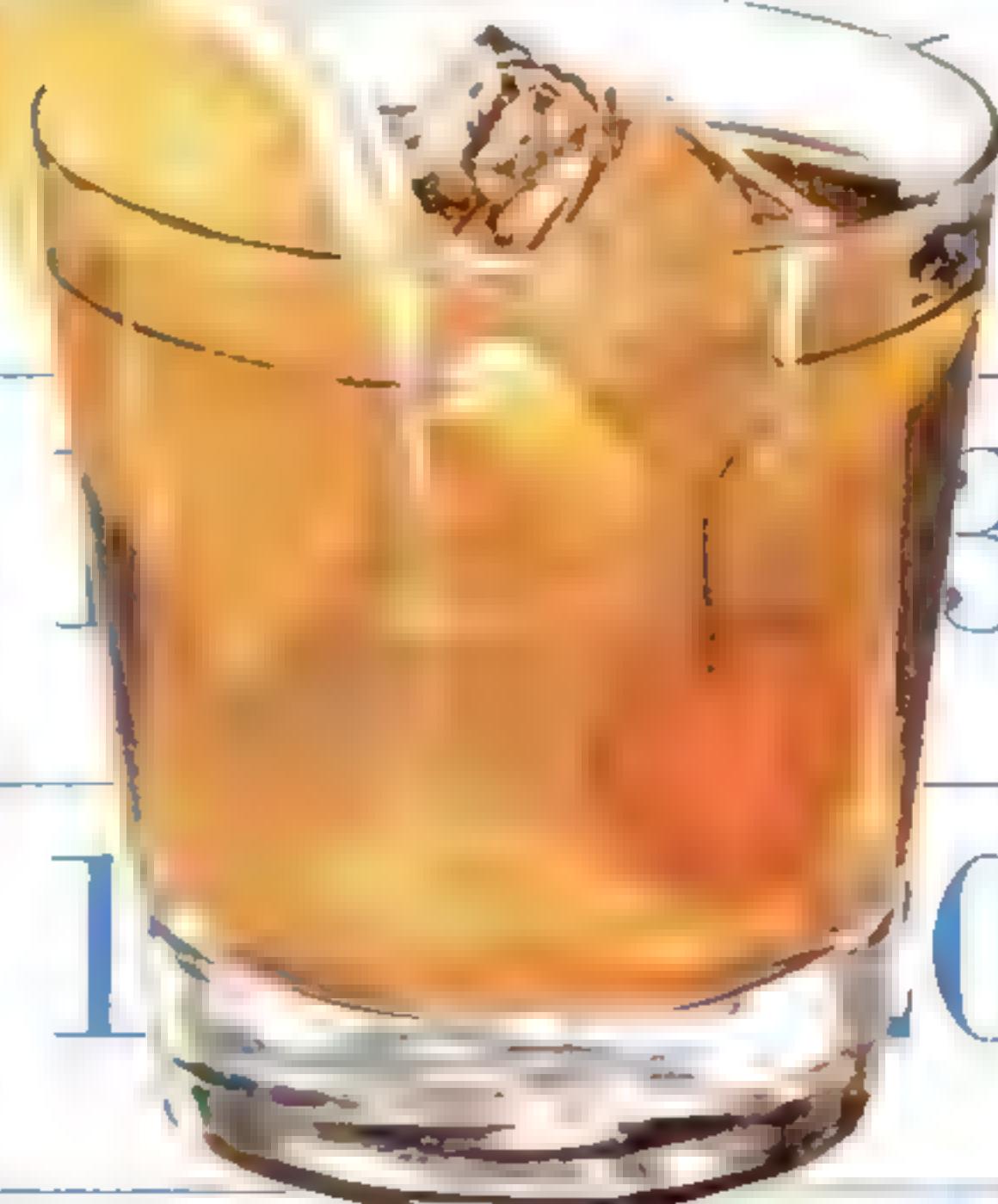


THE DOLLY SISTERS, who danced in the Follies and once broke the bank at Canasta, were cleverly impersonated by twins Gloria and Consuelo O'Connor.



TWO-HEADED DUSE resulted when Mrs. Galey Dater, representing the celebrated actress, pushed her mask on back of her head and looked in a mirror.

KINSEY'S MARCH CALENDAR

S	M	T	W	T	F	S
						
2	3	4	5	6	7	1
 U.S. adopts postage stamps, 1847.	"Star Spangled Banner" made U.S. anthem, 1931.			 Alexander G. Bell invents telephone, 1876.	8	
 Merrimac & Monitor fight (famous battle), 1862.	10	March to a bar or store for mellow Kinsey!	13	14	 Eli Whitney patents cotton gin, 1793.	15
16	 West Point Academy established, 1802.	17	18	19	 What if it is cold? The calendar says it's Spring!	21
23	24	25	26	27	28	22
 ... Out like a lamb!	 31	Henry Hudson sails for America, 1609.	 Flowers that bloom in the Spring, tra-la!	 Ponce de Leon discovers Florida, 1513.	 Gunpowder first used in Europe, 1380.	 WHEE, IN A FEW DAYS IT WILL BE APRIL!

Copyright 1942 Kinsey Distilling Corp.

In March, when winds become impassioned,
Try Kinsey's wonderful Old Fashioned!

This March, you'll come in like a social lion if you serve your guests delightful Old Fashioneds made with superbly smooth Kinsey Whiskey. Here's how:


1/2 lump sugar... 2 dashes bitters... add enough water to cover sugar and muddle well... 2 oz. of mild, mellow Kinsey. Stir well. Add ice cube, lemon rind, slice of orange, lemon and a cherry.

Whatever your favorite drink for these blustery March days, it will taste more delicious made with Kinsey—the unhurried whiskey for unhurried moments. Try this fine blend tonight!



86.8 Proof, 65% Grain Neutral Spirits. Kinsey Distilling Corp., Linfield, Pa.
FREE! Recipe & Game Book. Write Kinsey, C-1, 1429 Walnut St., Phila. 2, Pa.





A deduction that adds up!

When a coffee is so good, it's the best in the country, you naturally conclude it's top quality. And in the case of A&P Coffee, that's a deduction that really adds up . . . for there's no finer coffee in any package at any price.

Superb quality A&P Coffee is served only in the roaster-fresh bean and Custom Ground at the moment of purchase exactly right for your coffee maker. And you have a choice of three main'cent blends — mild medium, strong. Buy A&P Coffee today! It's an investment that gives you a steady return of coffee enjoyment.

A&P COFFEE
AT ALL A&P FOOD STORES



*America's most popular coffee
—none finer in any package
at any price!*





YOGI-LIKE MUSCLE EXERCISES are demonstrated by Severn sons: Winston Frank in MacArthur, 4; William Churchill Roosevelt, 8; Christopher Aubrey (for C.

Aubrey Smith) Reginald, 10; Ernest Smuts (for Jan) Hubbard (for Elbert), 13; Raymond Chesterton Shaw, 15; Clifford Ernest Bernarr (for Macfadden), 21, and father.

FILM-STAR FAMILY

Incredible Severns of Hollywood have eight kids in the movies

One way to make a living is to discover a gold mine. Another way is to raise one. Clifford Brill Severn, a transplanted South African, has struck it rich in Hollywood with a remarkable family of eight little breadwinners, six of whom are seen flexing their abdominal muscles above. All seasoned actors, with a total annual income of \$25,000 from the 96 feature productions in which they have appeared, the eight Severn kids have reduced to

an absurdity the old theory that only one screen-struck child out of every 250,000 will ever succeed. That they have done so is largely to the credit of their father, who has been at various times an actor, a vegetarian and an osteopath. Now head of what amounts to his own family casting agency, he is bringing up his brood in the rigid discipline of a Bernarr Macfadden-like cult of muscle control (above) called the Life Force Movement.



Her Dinner Gown

—by Ceil Chapman

The Motor Oil

for her car

—by VALVOLINE



The added protection of Premium Quality Valvoline Motor Oil is a wise investment—whether you drive a custom-made car or a popular model. This finer oil can be made only in limited quantity. But for you motorists who demand complete protection, Premium Quality Valvoline Motor Oil is available at one or more better dealers in every community.

VALVOLINE

The Original Pennsylvania

MOTOR OIL

Unconditionally Guaranteed



Freedom-Valvoline Oil Company, Freedom, Pennsylvania—New York, Toronto, Pittsburgh, Detroit, Atlanta, Cincinnati, Chicago, St. Louis, Los Angeles, San Francisco, Portland, Seattle, Vancouver, B.C.



LINED UP OUTSIDE EAGLE-LION SOUND STAGE, EACH MEMBER OF SEVERN



DAILY ROADWORK for 15 minutes is family routine, includes mother and two girls. Street clothes are worn as Severus do not like to be conspicuous



TRIBE HOLDS UP A LIST OF THE MOVIES IN WHICH HE HAS APPEARED



DAILY MEDITATION, known as Church of the Out-of-Doors, supplements the children's Episcopal upbringing. Father talks on health and ethics.

CONTINUED ON NEXT PAGE



Use FRESH and be lovelier to love

Lovely to know... that you can really rely on Fresh. Fresh contains the most effective perspiration-stopping ingredient known to science!

Lovely to use... creamy Fresh stays smooth... never greasy, gritty or sticky... doesn't dry out.

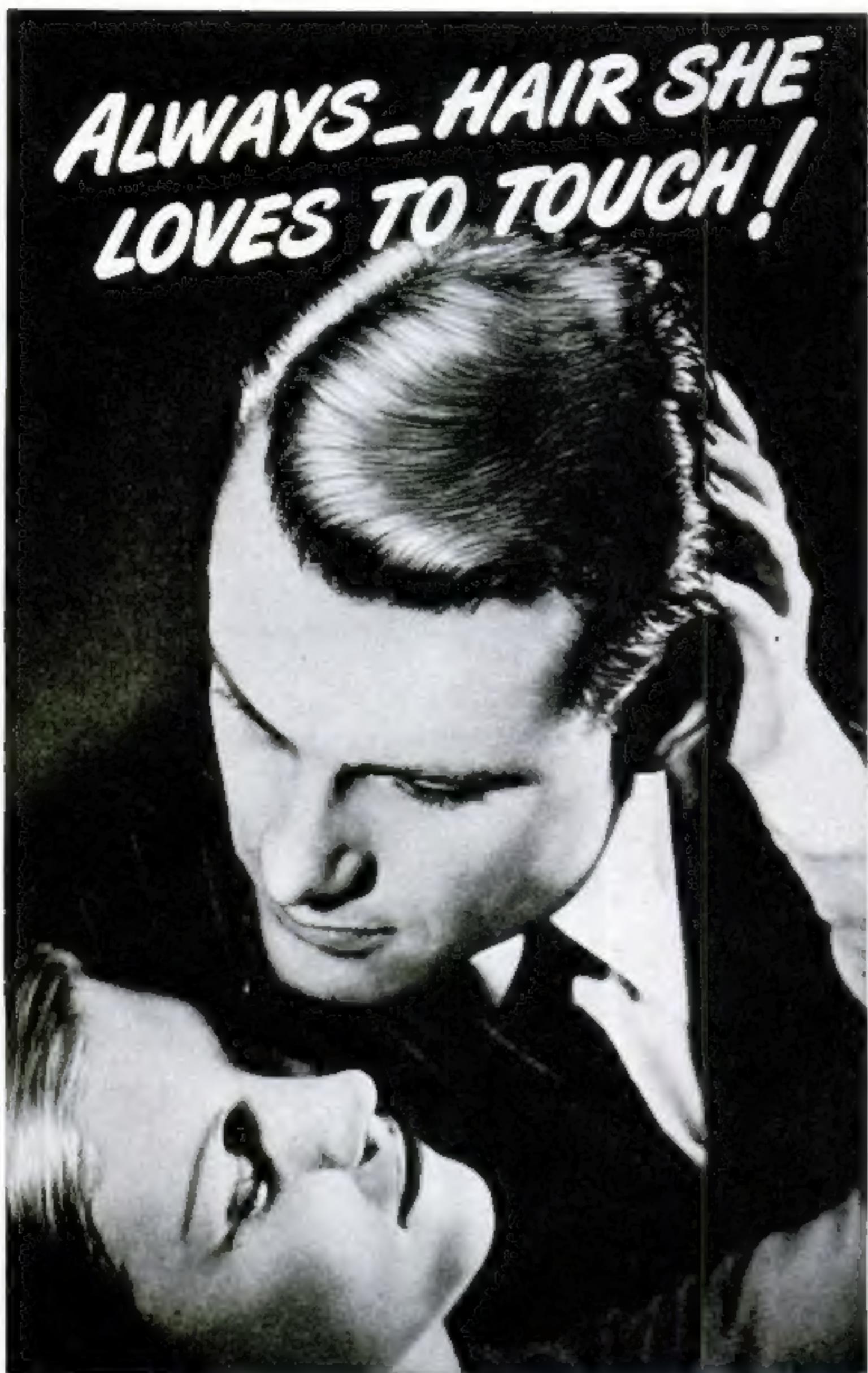
And gentle... Fresh contains a patented ingredient that makes it gentle to skin, safe for fabrics.

No wonder... more and more women are switching to Fresh.

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FRESH is approved by the American Medical Association for advertising in their publications.



Rout Hair Odors, Scalp Germs, Scaly Dandruff Double-Quick With Jeris!

In 15 Seconds—You Get Cleaner, Neater, Handsomer, Healthier Hair!

JERIS puts "new life" into the looks of your hair—leaves it cleaner, neater, healthier, handsomer. Rids it of loose scaly dandruff, rancid hair odor, scalp germs—cleans hair *twice as clean!* Reason: JERIS contains a special antiseptic agent found in no other leading hair tonic.

Acts instantly, so easy to use! Massage a few drops into your scalp each morning. Loose dandruff is whisked away—stale odors and dirt disappear. Your hair looks cleaner, smells cleaner, feels cleaner. At all drug stores and toilet goods counters—in 50¢, 75¢, \$1.00 sizes.

EVER SMELL YOUR HAT?

Hair quickly develops sweaty odor—another thing JERIS stops! Its special antiseptic action gets hair cleaner, sweater-smelling, faster!

JERIS
The Antiseptic HAIR TONIC



MUSCLE-MAN SEVERN posed for pictures like this 13 years ago when he was a physical-culture lecturer. His daughter Yvonne, pickaback, is now 16.



COCKNEY CAPERS by the father are part of home acting sessions when Severns try out new parts. They often appear in movies as English children.

*My lens reveals a welcome sight
That tastes like Sunny Morning bright*



GET INTO THIS PICTURE OF SUNNY MORNING FLAVOR!

Picture yourself enjoying life . . . and the picture's sure to include Schenley Reserve! Its famous Sunny Morning flavor gives an *extra* measure of enjoyment every time. That's why Schenley Reserve is far and away America's favorite whiskey!



SCHENLEY

RESERVE

Rare Blended Whiskey 86 PROOF. 45% GRAIN NEUTRAL SPIRITS. COPR. 1947. SCHENLEY DISTILLERS CORP., N. Y. C.



Hospitality in your hands

The popcorn's freshly roasted; there's ice-cold Coke for all! What a pleasant way to greet your guests—with hospitality in your hands. Whenever friendly folks get together—there's nothing more welcome than an all 'round

invitation to enjoy the pause that refreshes with ice-cold Coca-Cola.

Coke = Coca-Cola

"Coca-Cola" and its abbreviation "Coke" are the registered trade-marks which distinguish the product of The Coca-Cola Company.



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